# Document Analysis Assignment

## Scenario
You have been appointed by the CEO of your company to create a new set of business documents for the firm. However, before you embark on this project, the CEO expects you to analyze pre-existing documents and evaluate them for their efficiency in achieving their intended purpose.

## Goal
The goal of this assignment is to choose a professional document from your firm (you may use any business document that you may possess or find online), analyze the document, evaluate it, and write a memo reporting your analysis and evaluation. The analysis should address the six questions listed below and should support claims with relevant proof.

## Questions
The six questions are as follows:
- Who is the audience? What characteristics of this audience are relevant to this particular message?
- What is the purpose of the document?
- What information must the message include?
- How does the author build support his/her position? What reasons or reader benefits will the audience find convincing?
- What objections are expected from the audience? What negative elements are de-emphasized or overcome?
- What aspects of the total situation/environment affect reader response (i.e. economy, time of the year, company morale, relationship with writer)?

## Logistics
**Genre:** Memo  
**Length:** 2 - 2 ½ pages (single spaced) *Longer is not necessarily better*  
**Audience:** The CEO of the company  
**Due Dates:**  
1/17: Send me an email describing your document  
1/19: Bring your document and share it with the class  
1/24: Analysis memo due

## Evaluation Criteria
How effectively does the document achieve the following
- Accomplish its intended task (address the six questions)  
- Provide a sound argument in support of its claims  
- Demonstrate orderly and coherent presentation of the material  
- Display effective design and formatting (at least 2 levels of headings)  
- Present a professional tone and style  
- Demonstrate careful proofreading and editing