

## English 302: Case Study Revision Checklist

In the workplace, documents will often go through numerous revisions before they are declared “finished.” Although one writer may produce the first draft, the final document may be edited and/or rewritten by several other people, including those who are not familiar with the subject matter or purpose of the document. In this exercise, you will play the role of an employee who has been given a document (originally written by your coworker) to revise before it is sent to the CEO. Once you have completed the “peer review” exercise, you will complete the items on the “individual review” checklist to make sure that your document is ready to be submitted.

### Part 1: Peer Review

Working with another member of the class, exchange drafts of your communication plan and your student strategy memo. Each of you should then complete the following tasks:

- Using Microsoft Word’s text highlighting function, mark all instances of passive voice, or sentences in which it isn’t clear *who* is doing *what* to *whom*. Rewrite at least one of these sentences in the margin. For example, if you see a sentence that reads, “A community outreach plan should be developed to improve relations with local property owners,” you would highlight it and offer a revision like this one: “We must develop a community outreach plan to improve our relationships with local property owners.”
- Using another color, highlight any section or paragraph that lacks a strong transition to the one before or after it. For at least one of these problem areas, draft a transition in the margin.
- Read through the proposal and highlight (using yet another color) any sentence that “sounds funny.” You don’t have to take the time to revise these sentences; just call them to the writer’s attention.
- Finally, at the end of the document, comment on your classmate’s paper in terms of *persuasiveness*. How well does the communication plan persuade the reader (the CEO) to adopt these particular strategies? How well does the strategy memo persuade the reader (your instructor) that you have carefully thought through this case and developed a realistic communication plan that might be used in this scenario?

### Part 2: Reviewing Your Own Proposal

The following checklist will help you put the finishing touches on your case study response. Please note that these issues don’t supercede the evaluation criteria contained in the original assignment sheet; they are included here to help you work through some minor issues that could detract from the overall effectiveness of your document.

- Before you look through the suggestions made by your peers, complete the tasks in Part 1, only this time apply them to your own document.
- Once you two edited versions of your proposal (the copy you reviewed and the copy your classmate reviewed), open the original document on a computer and go through it section by section, comparing the two edited documents and making changes as needed.
- You may find that you are in complete agreement with your classmate’s suggestions, but if you find that you and your reviewer disagree with one another about certain issues, ask yourself why this might be the case. If two readers interpret a document in drastically different ways, that’s a good sign that the document still needs some work.

- **Visual Design.** Your proposal doesn't need to be fancy to be visually effective. A few simple guidelines will enhance the professional appearance of the document: check to see if your headings are consistent throughout the document; make sure that all of your bulleted lists are indented the same amount from the left margin; place a header or footer on every page but the first one; align all of your charts and graphs in the same way (centered, left justified, etc.); limit yourself to two font families (normally one serif font for the body text and one sans serif font for the headings).
- **Spelling and grammar.** Microsoft Word has a built-in spell-check function, which you should run at least once. However, you will also need to carefully review your document for spelling errors that don't get flagged by the software; remember, the fact that a word is in the dictionary does not mean it's the word you intended to use. As for grammar, Word also has a grammar-check function, but it is notoriously inaccurate, and you should not trust it to make decisions for you. If you decide to use the built-in grammar-check function, please do so as a means of identifying *potential* errors. You will need to check the *Business Writer's Companion* or another usage guide to determine if each "error" needs to be fixed.

### **Part 3: Submitting the Assignment**

When you have completed Parts 1 and 2, make sure that both components of the assignment (the "student strategy" memo and the "communication plan") are contained in a single Word file. Name your file as follows: Full\_Name\_Case\_Study\_Response.doc (for instance, my file would be named "Quinn\_Warnick\_Case\_Study\_Response.doc"). Upload the completed file to the class website before midnight on Friday, October 27.