#### **Part 1:**

For this assessment, **You will write a 1000 - word evidence-based memo on an area of the 'psychology of attitudes' of interest to you. This should include an evaluation of the principal theories of a topic of interest that you have covered so far in this module. For example, you may wish to examine the pervasive influences used by politicians, charities, or lobby groups.**

You will submit your memo as a **discussion post below** so that your peers and tutor can read and reflect on it.

You might find it helpful to structure your memo using the example given [**here**](https://owl.purdue.edu/owl/subject_specific_writing/professional_technical_writing/memos/parts_of_a_memo.html).

Alternatively ……See link outlined below

**Parts of a Memo**

Standard memos are divided into segments to organize the information and to help achieve the writer's purpose.

**Heading Segment**

The heading segment follows this general format:

TO: (readers' names and job titles)

FROM: (your name and job title)

DATE: (complete and current date)

SUBJECT: (what the memo is about, highlighted in some way)

Make sure you address the reader by his or her correct name and job title. You might call the company president "Maxi" on the golf course or in an informal note, but "Rita Maxwell, President" would be more appropriate for a formal memo. Be specific and concise in your subject line. For example, "Clothes" as a subject line could mean anything from a dress code update to a production issue. Instead use something like, "Fall Clothes Line Promotion."

**Opening Segment**

The purpose of a memo is usually found in the opening paragraph and includes: the purpose of the memo, the context and problem, and the specific assignment or task. Before indulging the reader with details and the context, give the reader a brief overview of what the memo will be about. Choosing how specific your introduction will be depends on your memo plan style. The more direct the memo plan, the more explicit the introduction should be. Including the purpose of the memo will help clarify the reason the audience should read this document. The introduction should be brief: approximately the length of a short paragraph.

**Context**

The context is the event, circumstance, or background of the problem you are solving. You may use a paragraph or a few sentences to establish the background and state the problem. Oftentimes it is sufficient to use the opening of a sentence to completely explain the context, such as,

"Through market research and analysis..."

Include only what your reader needs, but be sure it is clear.

**Task Segment**

One essential portion of a memo is the task statement where you should describe what you are doing to help solve the problem. If the action was requested, your task may be indicated by a sentence opening like,

"You asked that I look at...."

If you want to explain your intentions, you might say,

"To determine the best method of promoting the new fall line, I will...."

Include only as much information as is needed by the decision-makers in the context, but be convincing that a real problem exists. Do not ramble on with insignificant details. If you are having trouble putting the task into words, consider whether you have clarified the situation. You may need to do more planning before you're ready to write your memo. Make sure your purpose-statement forecast divides your subject into the most important topics that the decision-maker needs.

### Summary Segment

If your memo is longer than a page, you may want to include a separate summary segment. However, this section is not necessary for short memos and should not take up a significant amount of space. This segment provides a brief statement of the key recommendations you have reached. These will help your reader understand the key points of the memo immediately. This segment may also include references to methods and sources you have used in your research.

**Discussion Segments**

The discussion segments are the longest portions of the memo, and are the parts in which you include all the details that support your ideas. Begin with the information that is most important. This may mean that you will start with key findings or recommendations. Start with your most general information and move to your specific or supporting facts. (Be sure to use the same format when including details: strongest to weakest.) The discussion segments include the supporting ideas, facts, and research that back up your argument in the memo. Include strong points and evidence to persuade the reader to follow your recommended actions. If this section is inadequate, the memo will not be as effective as it could be.

**Closing Segment**

After the reader has absorbed all of your information, you want to close with a courteous ending that states what action you want your reader to take. Make sure you consider how the reader will benefit from the desired actions and how you can make those actions easier. For example, you might say,

"I will be glad to discuss this recommendation with you during our Tuesday trip to the spa and follow through on any decisions you make."

**Necessary Attachments**

Make sure you document your findings or provide detailed information whenever necessary. You can do this by attaching lists, graphs, tables, etc. at the end of your memo. Be sure to refer to your attachments in your memo and add a notation about what is attached below your closing, like this:

Attached: Focus Group Results, January- May 2007

NB:-Peer Post for Part 2 highlighted in RED will be provided in my next order.

#### Part 2: Due by the end of Unit 4. (upcoming new order)

Following the submission of your memo **as a discussion post below**, you will then read, reflect and comment on your peers' memos pointing out anything of interest or that you have learnt from their memo. You are required to comment on **at least two of your peers' memo during unit 4 (up to 250 words each post)**. The purpose of this is so that you can learn from and engage in academic discussion with your peers.

Example comments may include:

* What you found interesting about the post
* Further areas of interest or research for the original poster
* What you liked about their memo i.e their memo structure
* What you have learnt from their memo
* Have your opinions on the topic changed since reading the memo

#### Guidelines

* Make sure you submit your memo on time and **as a discussion post below** - **by the end of Unit 3**.
* Ensure you read and comment on **two of your peers'** memos **by the end of Unit 4.**
* Ensure you use the **APA referencing style** for any reference you use to back up your points.
* You will only be able to post one discussion thread which should be your memo, but there is no limit on how many memos you can comment on.
* This assessment cannot be blind marked due to the active participation of our tutors within the discussions.

#### Learning Outcomes:

Throughout this assignment you are expected to demonstrate evidence of your knowledge of the following learning outcomes:

1. Evaluate the principle theories of attitude formation and change
2. Apply the principles of attitudes measurement to the prediction of behaviour
3. Compile an evidence-based memo