

## KNOWLEDGE QUESTIONNAIRE MEMORANDUM

---

### QUESTIONNAIRE

#### Question 1

What are the implications of not following industry specific or legislative requirements for a specific type of text? What are the possible consequences of non-compliance?

- Penalties & fines
- Contracts rendered null and void
- Illegal results and processes
- Etc...

#### Question 2

Please read the letter below and answer the questions which follow:

---

123 Vat Street  
Durban  
4000

19 July 20..

Dear Member

#### **ADDITION OF REGISTERED NAME TO MEDICAL AID CARDS**

A concern was raised at the Board of Trustee's meeting held on the 24th of June 2007 that members who travel outside the Eastern Cape are from time to time experiencing difficulties when using their medical aid as some providers do not recognise TEMS Medical Aid. The decision was therefore taken to add the Scheme's registered name i.e. Aranda and the registration number to the medical aid cards.

Should you plan to travel outside the Eastern Cape, you are welcome to apply for a new card to prevent any inconvenience.

Should you require any further information please do not hesitate to contact me.

Yours sincerely

MADELYNE VICTOR

---

Identify the intended or incidental audience for whom the text is written

**Medical Aid members in the Eastern Cape**

- a. Identify the purpose of the text according to the information given  
There have been problems for Eastern Cape members as their medical aid cards are not recognised if they travel outside of the Eastern Cape because the trading name of the Medical Aid is not recognised as the legal registered name.
- b. What questions would the author of the letter have asked herself in order to focus her information gathering and the needs of her audience in order to get the message across?
  - What do I need to convey to my members?
  - What information is critical to the letter?
  - What information is not necessary?
  - Will the readers understand what is required for them to actually do?
- c. What sources could the author of the letter have used to access information for her letter?
  - any letters of complaint from members
  - the medical aid scheme documents
  - the specifics of each medical aid plan
  - Company legislation regarding trading names vs registered names.
- d. Do you think she checked for accuracy in format, bias, stereotypes and other offensive details?  
Yes
- e. Now create a checklist that the author of the letter might use to facilitate reflection and editing.
  - The 5 C's: clear; concise; complete; correct; courteous.
  - Keep your sentences short.
  - Paragraph Properly
  - Put in a Subject Heading
  - Block Layout and Open Punctuation
  - Open Punctuation
  - Kiss – Keep it Short and Simple – Use Clear, Simple Words and Sentences
  - Work towards Writing that is Up-To-Date
  - Use Concrete Words Rather than Abstract Words
  - Eliminate Redundant Words
  - Understanding Meaning of Words
  - Avoid Ambiguous Sentences
  - Correct Grammar Basics
  - Check Your Spelling. Don't Always Rely on Spellcheck

### **Question 3**

The draft letter below has been written up by an irate Dr Watson to his IT technicians, an outsourced company. Please read his letter then answer the questions which follow.

16 Pig Street  
Nowhere  
1777  
Space  
13 April 20..

To whom it may concern (Omit)

Dear Sir/Madam (Omit comma)

No 'RE:' System down-time unacceptable (Subject line after Salutation)

I am writing this letter as a frustrated business owner who just needs you to do your specified task as our company's out-sourced IT technicians.

I have been outraged at the lack of interest and general lethargy of your company in processing our urgent requests for assistance when we contact you, as per our contractual agreement entered into on 13 February 20...

In your contract you state "as a contract and preferred client, you will be assured of our best attention at all times". I question the relevance of this statement to our company's situation and ultimate predicament.

Your company refers to our network problems as distressed; you then inform us that all the drives need to be re-mapped and renamed along with a full systems analysis. You then inform us that you will conduct routine maintenance by performing disk back ups, defrags, updates, disk doctors, antivirus updates, firewall checks, temporary file deletions, external hard drive updates, password checks etc.

You then proceed to inform me that I need to purchase an updated firewall, wireless network, hub, port, switch, proxy and a server and a new PC for Mrs Granger in accounts.

What on earth is all this about? I have asked for plain English reports from you, explaining what you are doing and why it needs doing. I am an educated person but I clearly did not choose to advance my career in the IT field. I am a medical doctor and I also know impressive terms and Latin phrases, but I elect to not use these in the interest of my patients who need to understand their conditions and if specific tests should be performed alongside an explanation of the medication that they need to take.

I beseech you to inform in a report written in layman's terms what you have been doing for the last few months and why it needed to be done. More importantly I respectfully request that you sort our damn computer problems out once and for all!

Looking forward to your timeous reply (Omit this line. old fashioned)

Yours faithfully

Dr LJ Watson  
Watson & Watson Medical Centre

Check this draft letter to ensure that appropriate grammar has been used and where necessary change terms and sentences using plain language. You are required to re-write the letter as a second draft after you have answered the following questions:

- a. There are different ways in presenting the same information. How would you use these to enhance the meaning of the text in your second draft?
- b. Technical terms and jargon are interpreted and rephrased in plain language. How would you change the writing of IT terms that Dr Watson has used?
- c. How would you check that all the information is accurate and factually correct?
- d. How would you ensure that the document is ordered and that the sequence is logical?
- e. How would you change some errors in the format so that the draft meets the requirements of modern, up-to-date writing?

**See Corrected letter format above**

Now re-write the letter into a second draft using all the above responses.

## **ASSIGNMENT**

You need to source a letter or email that was written to you or to your company. The letter or email should contain information specific to your company and the industry that you are in. Label this letter "Sourced letter". Keep a copy of this letter and submit it with your assessment in your Portfolio of Evidence.

Now, having learnt all that you have in this course, and using the skills that you have acquired, write a reply to this letter/email. Before you begin, answer the following questions which will serve as input to the letter/email that you will be writing (submit the answers to these questions with your assessment):

- a) Identify any industry specific and/or legislative requirements of the letter that you received or that you will be writing as a reply.
- b) How will you respond to the defined requirements of your audience using terminology and conventions that are appropriate to the business environment?
- c) What format and structure, text type and layout will you select that is appropriate for the intended audience?
- d) Make a list of the main points to be included in the text along with any supporting details. What should be included or omitted to ensure the focus of your letter/email.
- e) Now write a first draft of the text – it should collate the necessary information in a rough framework. (include this rough draft in your assessment submission and label it "first draft")
- f) Does your layout and formatting technique enhance the readability of the text?
- g) Is the information in your first draft appropriate to your audience?
- h) Write the final draft of your letter (include this final draft in your assessment submission and label it "final draft")
- i) Conduct a self-assessment of your final draft by drawing up a rubric (table) or a checklist (Hint: See Question 2 of the Knowledge Questionnaire)