

Neutral messages and the direct plan essay

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Neutral messages and the direct plan Positive messages encourage people; they add value to the life of the receiver and a concomitant feeling of fulfillment to the sender. Negative messages on the other hand adversely affects mood and makes the receiver feel unpleasant. Within the spectrum lie neutral messages: these are messages that are apparently neither positive nor negative. They do little or nothing to affect our general demeanor. They are commonplace messages that have become part of routine daily living.

Drawing on my experience this week at school, I have sent and received neutral messages. These messages were presented with the direct plan. With this plan, the main idea is presented early in the message to attract the attention of the receiver's interest and encourages him to read the entire message. By reading the rest the receiver learns the supporting details and the benefits he will receive. The explanation will have better chance of acceptance if the receiver is in good mood rather than a bad one.

This is an example: I have received your request for sponsorship to the International Conference on Adolescent Issues. From the request, we understand that you desire that your sponsorship should cover accommodation and transportation, and you also indicated the total cost in local and international currencies. Your request is now under review by the program action group. Your pedigree with the organization has placed you at a vantage point for the request to be granted.

I implore you to check the website as frequently as you can; and send reminders as well as you have been doing. Best regards, Action Group

Coordinator
International Conference on Adolescent Issues
The direct plan encourages receivers to read and accept the message. In the message, the introduction identifies with my interest. This makes me continue to read; then I get additional information presented in the explanation. Besides, an appeal ensues and the message ends with a friendly goodwill.