

Negative messages and collaborative writing

[Linguistics](#), [English](#)



The Rash of Rashes Alert Introduction. In this study we will use a set of laid out questions to lead us to the outline of our message. These questions relate to our target audience for the message we intend to create as well as our expectations and the audience's expectations and a host of many other guidelines.

Section 1: Planning

- The main aim of creating this message is to correct the misconceptions that might have been caused by the appearance of rashes at the spots where tagless labels came into contact with body.
- Am specifically aiming at assuring the public that the company is doing everything possible to look at this situation and make corrections if need be.
- The underlying purpose is to clarify the company's position on the matter so as to instill confidence in our clients while at the same time safe guarding the image of the company.
- My expectation is that on receiving this message the customer's will change their attitude towards these garments and restore confidence in the company's products.
- My message is targeted at all the parents and customers who bought clothes at the fall of 2007 as well as all esteemed customers of Carter's Company.
- Primarily, most of the company's customers belong to the middle class and therefore most of them are well educated of their rights and can access my message through various media and more so the internet.
- Notably, the customers differ from the levels of education and this may determine how each of them receives and reacts to the message.

- They may be similar in that their age group may not be far too wide since the clothe sizes of the children brought to our attention seem to indicate a given age set.
- It is not easy to predict their reactions to the message but they might feel satisfied and relieved.
- The readers may want a confirmation as to whether or not the labels are the cause of the rashes, whether the company is aware of this and if anything is being done about it.
- It is important to know the facts about the allegations from a scientific and professional point of view to be able to address the issue adequately through my message.
- The preferred medium and the recommended one is the internet.

Section 2: Writing

- The main idea and focus is to package the message in a captivating and reassuring manner.
- The direct approach may work better since this is a matter that requires clarification other than interrogation, thus the message needs to pass across straight.
- The message must be packaged in an apologetic and sympathetic style to make the audience feel attended to. Given that only a small percentage of the clothes were returned, it's likely that the company's credibility is still high.
- To garner even more credibility, the audience must be assured that corrections will be made where need be and there would be need to use a formal tone to portray seriousness on the matter.

Section Three: Complete

-First Change: the approach has been changed to adopt the direct approach technique

-Second Change: the message has been shortened to focus on the problem at hand

-Third change: the company logo and colors have been incorporated

The Message

The Carter's Company has been your leading clothing provider catering for you needs in style and fashion, while remaining focused to being pocket friendly. We wish to thank you all for bringing to our attention the effect of what seems like a rash effect that is particularly noticeable on the garments that were sold on the fall of 2007 and those that had the label printed directly on the garment. The label can easily be picked out since it is printed on a solid white background. During this period, the company sold about 100 million pieces of garment and so far only about four hundred customers have registered complaints. Therefore, the trend seems to be a rather new phenomenon and not very widely spread but one that we are investigating thoroughly by involving the relevant specialists, despite the small number of customers involved. The doctors have so far not indicated this to be caused by any known skin irritants. In ensuring that we take your concerns at heart, we have engaged the Consumer Safety Commission. We wish to request all those customers who may have been affected by this development to try out any other of our brands rather than returning the pieces (Mary, Patricia & Kathleen, 2010). We are calling upon all customers who may not feel fully served by these clothe pieces to return them and the company will fully

compensate by refunding their money. The photos appearing at the bottom of this page can help you identify the clothes from the 2007 output and a newer and more enhanced version that you can try out.

Reference

Mary E., Patricia R. & Kathleen R.(2010), Business Communication: Process and Product.

Toronto: Nelson Education.