

Business memo

Business



of school Business Memorandum To From A review of Magna Carta College Oxford's Website A review of the Magna Carta's website shows an effective use of most of the strategies for reader-centered communication. There are however some areas that need improvement.

Best- used Strategies

Winning an award for the best website in the year 2013 is a clear indication that the developers of Magna Carta's website did a good work. The college has managed to incorporate most of the strategies necessary for reader-centered communication. For instance, the writing style used in this website makes it easy for readers to understand the information that it communicates. It does not use unnecessary words that may bring confusion to the readers. For example, the website highlights its content through simple words such as, learning resources, admissions and events. This makes it possible for people to understand what kind of information they are likely to find under each sector. The website also contains a list these sectors at the top of the website. This is another strategy that makes access of information faster by eliminating any information that may be irrelevant to the reader.

Strategies that can be used more effectively

Although Magna Carta's website may appear perfect to most people, it is possible to make certain adjustments to improve its reader-centered communication. For instance, the college can highlight more of the things that are likely to persuade the readers. For example, being an academic institution, most of the visitors to this website would be looking for courses that they can pursue. It would therefore be good to list some of these courses for visitors to see them even before searching the programmes

sector. Showing pictures of some of the college's buildings may also be persuasive to any interested party.

Work Cited

Anderson, P. Technical communication: a reader-centered approach. Boston: Cengage Learning. 2014.