

Letter of Introduction

ENG 381, Spring 2004

Note: this is the same handout I provided in class on 1/16; I just changed the print orientation to make it easier to print.

The letter of introduction is a formal document designed to introduce one person to another (or to a group of people). It's a somewhat antiquated form, made less popular by electronic communication (and perhaps the "business lunch").

However, letters of introduction are still used in very important situations.

This letter will be your first reader-centered document. You are the writer; I am the reader. So, ask yourself: why should you want to introduce yourself to me? Why might I want to get to know you? How can you make the letter centered around my needs as a reader? What information should you include?

Your letter should strive for a professional appearance and tone. But more importantly, your letter should be interesting to me—it should include information about you which you think I'll appreciate.

The letter counts for 20 out of the 250 points assigned to Unit One. See the reverse side of this handout for an "assessment grid" that shows a more detailed point breakdown.

Please use the block format for your letter (figure A.2, Anderson 583).

Evaluation of the letter of introduction

You won't be graded very closely on grammar and syntax in this assignment. (Part of my reason for asking you to complete this assignment early in the semester is to identify areas we need to work on as a class.)

You will be evaluated as follows:

<i>Area evaluated</i>	<i>Optimal</i>	<i>Adequate</i>	<i>Developing</i>	<i>Unsatisfactory</i>
Centering content of letter around the reader (8)	Excellent level of well-developed content included which appeals to the reader (7-8)	Clear that you've thought about your audience, though in one or two places you might resort to generalizations (5-6)	A few specifics, but more often than not the specific reader is ignored, and appeal is to general audience (3-4)	No attempt to appeal to specific reader (0-2)
Quantity and detail of information included (8)	High quantity of specific information about you, including interesting details (7-8)	Detailed information about you provided, though not always completely developed (5-6)	Some interesting details, but not often well-developed; more generalizations than specifics (3-4)	Little concrete information provided; no new insights compared to in-class introduction, only generalizations (0-2)
Professional appearance & presentation (4)	Careful adherence to assigned format (4)	One or two minor formatting problems (2-3)	Numerous formatting problems and/or careless presentation (1)	Wrinkled or smudged paper; little attempt to follow assigned format (0)