| AUDIENCE | Executives, managers, employees in various departments of a company: accounting, research and development, sales, and clerical support  
|          | Stockholders, clients, and potential customers  
|          | Formal audience, not your professor |
| PURPOSE  | Persuade or inform  
|          | Communicate in a straightforward manner with clarity, brevity, and focus |
| TONE/VOICE | Active voice  
|          | Gender-neutral language (e.g. “chairperson” vs. “chairman”)  
|          | First person when appropriate |
| STRUCTURE | Paper structure varies depending on the professor and class  
|          | Use inductive and deductive reasoning  
|          | Informative writing with a thesis  
|          | Heavily outline-based  
|          | **Title Page**  
|          | ○ A “cover page” that names the title of the paper and the author’s name  
|          | **Outline**  
|          | ○ Describes the structure of the essay  
|          | ○ Brief presentation of the main problems and their solution  
|          | **Intro.**  
|          | ○ Acquaints the reader with the topic, topicality, significance, novelty and presents the abstract and the thesis  
|          | **Body Paragraphs**  
|          | ○ Develop the paper’s thesis  
|          | ○ Deep discussion of the topic  
|          | ○ Presents the supporting points that relate to the thesis, and concluding statements that sum up ideas  
|          | **Conclusion**  
|          | ○ Describes the content as a whole and the main points linked with the evidence used in the body paragraphs  
|          | **Reference Page**  
|          | ○ List of works and authors |
| RESEARCH/SOURCES | Interviews, direct observation, surveys, questionnaires, facts & stats from books, articles, and reports  
|          | Variety and quantity is good.  
|          | Credibility is key. |
| SOURCE INTEGRATION | Published sources should be cited according to APA style  
<p>|          | Sources such as interviews should be cited as follows: (personal communication, date) |</p>
<table>
<thead>
<tr>
<th>STYLe/CITATION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>● APA format</td>
<td></td>
</tr>
<tr>
<td>● Sources such as interviews are not included in reference list</td>
<td></td>
</tr>
</tbody>
</table>