ENL 265: Unit 3

In this class, we have examined how writers use content, organization, style, and information design to identify with their audiences, persuading them to take action or to accept an idea. In this unit, we will look more specifically at how businesses establish their identity in relation to the context for doing business, their overall purpose, and their many audiences. To do so, you will analyze a company's Annual Report for how their claims work to develop goodwill with their audiences given the context.

Learning outcomes include:
- To identify the arguments (both visual and textual) made in a company's Annual Report
- To research the business context
- To make claims about how the business develops good will in the Annual Report supported with evidence based on research and analysis
- To organize this information for your readers, using multiple strategies to lead your readers through your ideas
- To integrate visuals
- To write with command at the sentence level

Annual reports are complex documents, often negotiating a political, economic, and historical context. Your analysis should reveal this complexity and illustrate the connections between the context in which the report was written, its main purposes, multiple audiences, and its verbal and visual content. In other words, you want to show how the company establishes goodwill and credibility with their audience. In your report, include summary, analysis, and direct quotes from the annual report and from your research about the context to make and support their claims about the kinds of relationships the company hopes to establish and maintain.

For this unit, you will develop these documents:
- Bibliography of current articles that address trends/issues/problems in the industry or with the company
- Three-page, single-spaced research report addressed to the class, integrating 2 visuals and including a works cited page

Your bibliography and report will be evaluated for their content, organization, style and mechanics, and information design.