

A man with long dark hair and a beard, wearing a green sweater, is sitting at a desk and looking at a laptop. A woman with dark hair in a bun, wearing a white shirt, is sitting next to him, looking at the same laptop. The laptop screen shows a dashboard with various charts and graphs, including a bar chart with '45%' and a line graph with '55%'. The background is a modern office with a chalkboard covered in colorful sticky notes, a desk lamp, and some plants.

September 29,
2026

CMNS 3240
Advanced Professional Communication – Fall 2026

Photo by [Vitaly Gariev](#) on [Unsplash](#)

News and events

Tomorrow, 11am - 4pm
Truth and Reconciliation
Day
Tkemlúps te Secwépemc
Arbour

Rainbow Rendezvous -
September 29, 2026, 4:00
pm - 7:00 pm at Old Main
(TRU Gender & Sexual
Diversity)

Tonight at the TCC at 7:00
Men's Volleyball v UBCO

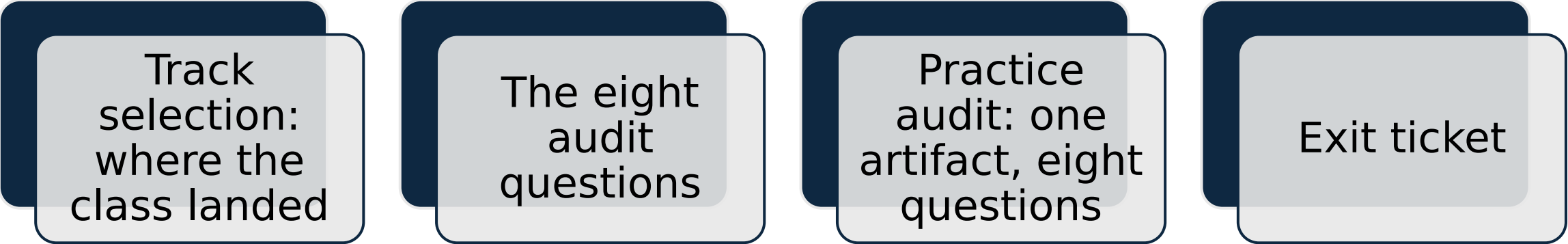
William Shakespeare's
Playhouse of Horror
(Actors Workshop
Theatre) - October 9 &
10, 2026, 7:30 pm.



Territorial Acknowledgem ent



Where we're going today



Track
selection:
where the
class landed

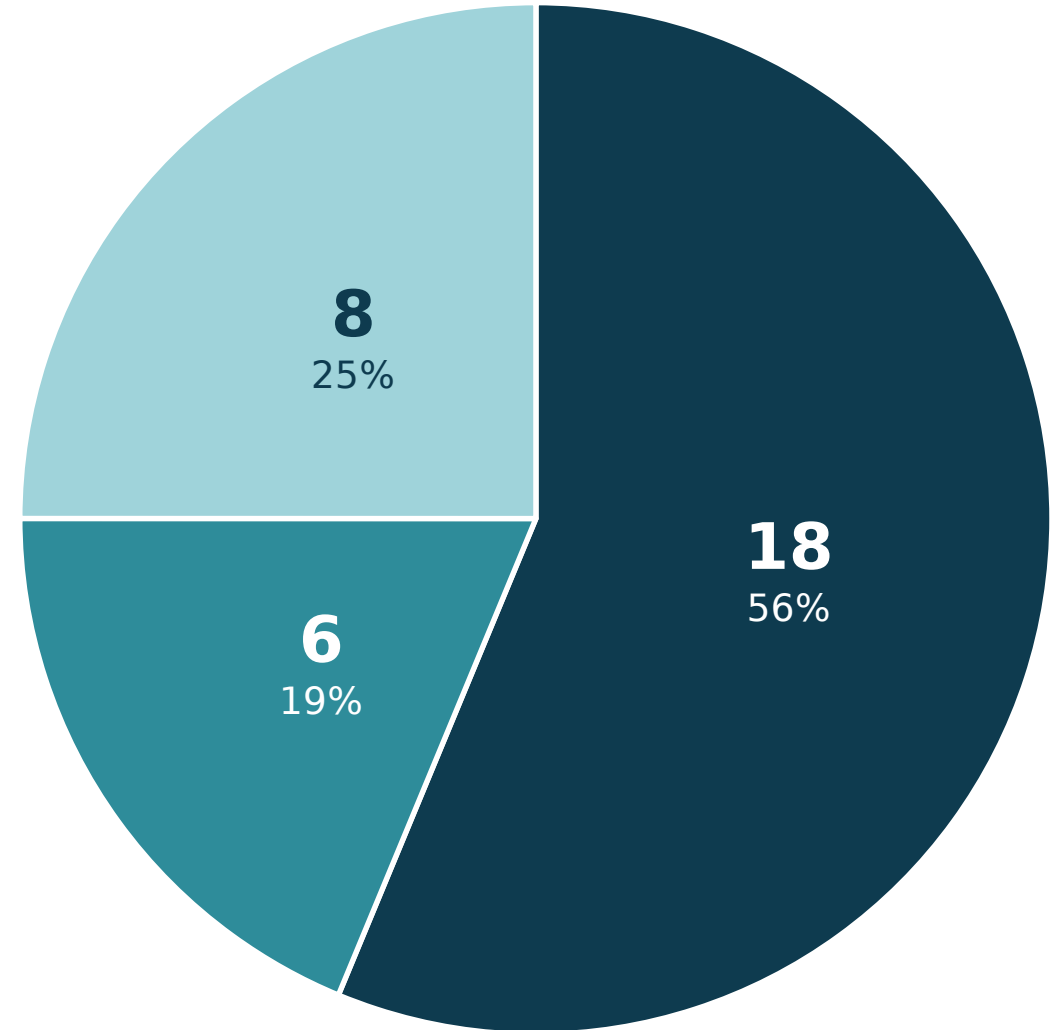
The eight
audit
questions

Practice
audit: one
artifact, eight
questions

Exit ticket

Track selection

32 students



■ Track A: Writing

■ Track B: Strategy

■ Track C: Presentation

A note before we start

- Today's practice artifact responds to a white nationalist gathering on Tkemlúps te Secwépemc land on Sunday, September 27.
- We'll look at the choices the letter makes: its words, its structure, its design.
- If you need to step out at any point, you can. No explanation needed.

The eight audit questions

1. Exigence: why does this exist, right now?
2. Audience: who is it for?
3. Purpose: what is it trying to do?
4. Discourse community: whose world does it belong to?
5. Rhetorical appeals: ethos, pathos, logos, kairos
6. Content: what's included, and what's missing?
7. Structure: how is it organized?
8. Design: how do visual and language choices work together?

Practice artifact

Message to the TRU Community

- September 28, 2026. one page, posted to TRU Connect (internal message, not on TRU website or social media)
- [Message to the TRU Community](#)
- **Read the whole message**
- Then: pairs, one question at a time.

1. Exigence

- What happened, and why did this message get shared yesterday?
- Look at: the date, and the words that tie the letter to the event.

2. Audience

- Who is the letter addressed to?
- Who actually reads it?
- Look at: the platform, the signature file, other organizational markers

3. Purpose

- What does the letter want?
- Is there more than one purpose?
- Look at: what it asks for, and what it commits to.

4. Discourse community

- Which communities does the letter speak from and to?
- What signals membership?
- Look at: the opening line, the letter conventions, the closing acknowledgement.

5. Rhetorical appeals

- Look for one example each of ethos, pathos, logos, kairos.
- Which appeal dominates? Is that the right choice here?

6. Content

- What information is included?
- What's notably absent?
- See if you can find messages from other leaders and note differences

7. Structure

- Map the moves, paragraph by paragraph.
- Does the order serve the purpose?

8. Design

- How does the platform shape how this is read?

Exit ticket



Which of the eight questions was hardest for this letter? Which was next hardest?



Why? One or two sentences for each.



Scan the QR code before you leave. Anonymous, about two minutes.



surveymonkey.com/r/S98M7BV

Preparing for next class

- Thursday, October 1: exigence and discourse community in depth
- Journal 1 opens Thursday (due Friday, October 9, 9:00 a.m.)
- Browse the Unit One artifacts on the course site. You'll choose one on Thursday, October 1.