



October 8, 2026

CMNS 3240
Advanced Professional Communication – Fall 2026

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

News and events

**Every Monday 9:30-10:15 Every
Wednesday 2:00-2:45**

1522 Old Main
Yoga for Self Regulation

**Thursday, October 8
6:30-9:00**

4000 IB
TRU Observatory Night

**Friday, October 9
10:00 a.m.**

TCC Fieldhouse
Fall Convocation

**October 8, 9 & 10
7:30 p.m.**

Actors Workshop Theatre
*William Shakespeare's
Playhouse of Horror*



Territorial Acknowledgement



Where we're going today



The four appeals



A missing appeal is a finding



Fresh example: CrowdStrike, 2024



Content: what's not there



Structure and design



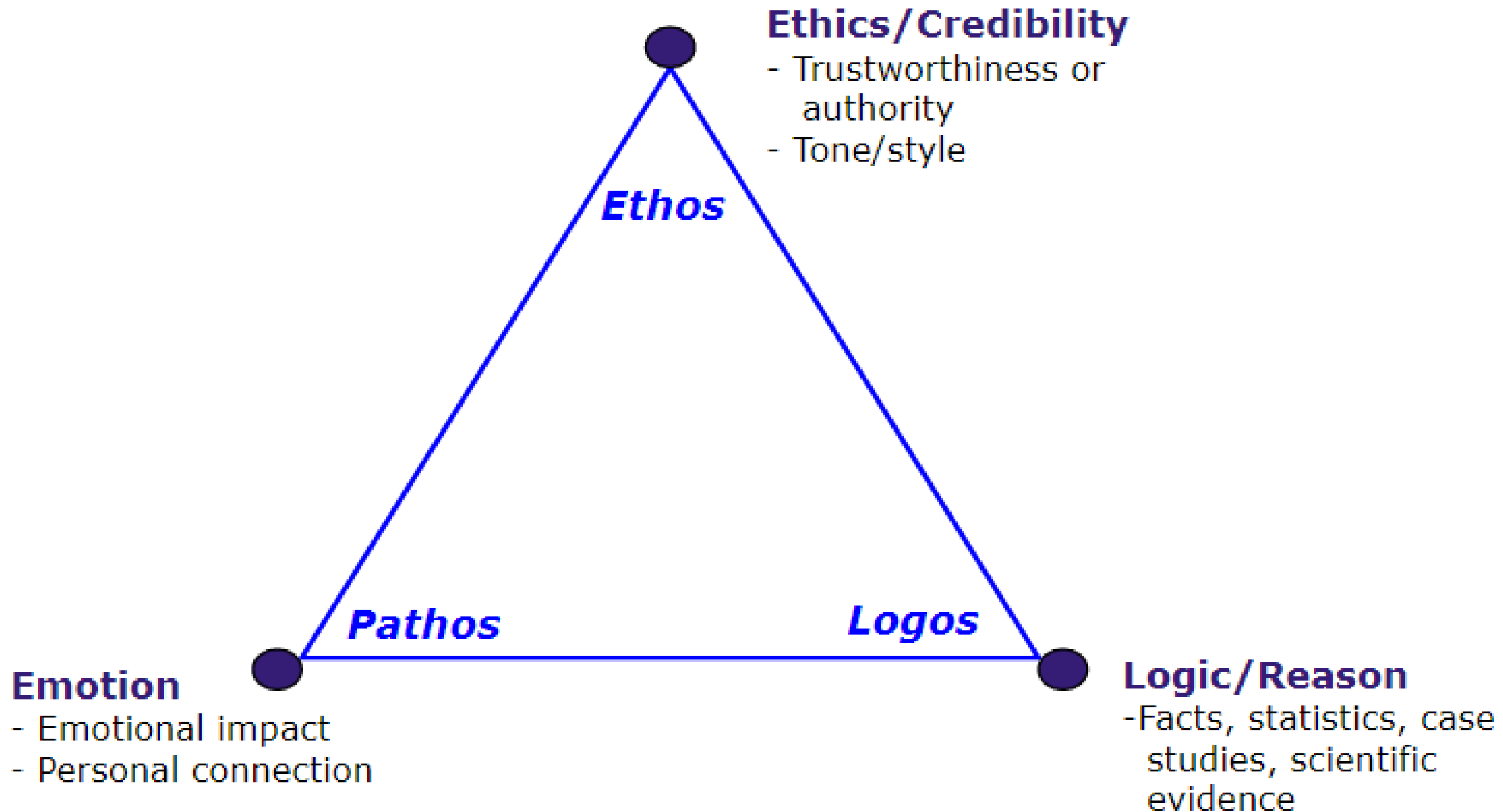
Pairs: questions 5 to 8



Journal 1 due tomorrow

The four appeals

- **Ethos:** credibility. Why should I trust the sender?
- **Pathos:** emotion. What should I feel, and why does it matter to me?
- **Logos:** evidence and logic. Where's the proof?
- **Kairos:** timing. Why is this the right moment?









A missing appeal is a finding

- You don't need to find all four.
- Ask which appeal dominates, and whether it fits the audience.
- Then ask what's absent, and who notices.
- An absence can be a choice: legal, cultural, or careless.

Fresh example: CrowdStrike, 2024

- July 19, 2024: a faulty CrowdStrike update crashed about 8.5 million Windows devices
- Airlines, banks, hospitals, and broadcasters were disrupted worldwide
- CEO George Kurtz posted on X early that morning

The first post

“CrowdStrike is actively working with customers impacted by a defect found in a single content update for Windows hosts. Mac and Linux hosts are not impacted. This is not a security incident or cyberattack. The issue has been identified, isolated and a fix has been deployed. We refer customers to the support portal for the latest updates and will continue to provide complete and continuous updates on our website.”

George Kurtz on X, July 19, 2024

In threes: audit the post

1. Which appeal dominates? Quote it.
2. Which appeal is missing? Who notices?
3. Kairos: was posting this fast the right call?
4. Who is this for: IT teams, or stranded travellers?

10 minutes

Later that morning

- Kurtz on NBC's Today show:
 - *"We're deeply sorry for the impact that we've caused to customers, to travellers, to anyone affected by this."*
- What changed: the appeal, the audience, or both?
- A crisis expert called the first post "a response scrubbed by a legal team with lawsuits in mind."

Content: finding what's not there

- List the questions your audience brings to the piece.
- Check which ones it answers.
- The unanswered ones are your content findings.
- CrowdStrike: “When will my flight leave?” Not answered.

Structure and design

- **Structure:** what comes first tells you what the writer prioritized
 - CrowdStrike opens with customers, then rules out a cyberattack. Who needed that early?
- **Design:** layout, type, images, platform, and tone working together
 - A plain-text post on X is a design choice too.

Pairs: questions 5 to 8

1. Dominant appeal, with a quote
2. One missing appeal or missing piece of content
3. What comes first, and why
- ~~4. One design choice that helps or hurts the audience~~

20 minutes. Then swap: find one claim without evidence.

Journal 1 is due tomorrow

- Friday, October 9, 9:00 a.m.
- All SEVEN questions (delete number eight re design), at least 150 words each
- Synthesis last, at least 200 words
- Argue, don't summarize

Preparing for next week

- Tuesday, October 13:
working session on Unit One task
- Bring your draft audit memo, printed or on a laptop.
- Structured peer feedback; I'll circulate.
- Guest speaker Thursday, October 15
 - Stephanie Tate, Scwén'wen Economic Development Corporation
- Audit memo due Friday, October 16, 9:00 a.m.