

To: Joanna Yu, ENGL 301 Student
From: Cynthia Li, ENGL 301 Student
Date: June 10, 2020
Subject: Peer Review of Definitions Unit 1:3

Name of Reviewer: Cynthia Li, ENGL 301 Student
Author's Name: Joanna Yu, ENGL 301 Student
Date: June 10, 2020
Title of Expanded Definition: GIC (guaranteed investment certificate)

Thank you for posting the chosen definition on the team forum and for the thorough explanation. The document is organized and clear in delivery. Each category is concise and meaningful. After carefully reading through the expanded definition on our team forum, I would like to offer the following suggestions:

Objective, Situation and Audience: All areas provided the necessary information on the purpose as well as context for the next part of the assignment. It was easy to follow and understand.

Organization:

- At first, the last sentence in “Situation” seems as if it could be a part of “Objective”
 - The last sentence in “Situation” could possibly be entered into a new line just below (like a new paragraph) for the separation of the situation itself and the financial advisor’s purpose/responsibility. This creates a visual clue and makes it clearer to understand how they all belong in “Situation” even if the topic extends some into the importance of communicating terms precisely.

Labels:

- For the expanded definition, there were a few moments where it was a bit confusing of what method of expansion was being used.
 - Would the Purchase Process of GIC’s be under “Operating Principle” or “Comparison and Contrast” or something else?
 - Would How Investors Earn a Profit from Investing in GICs be under “Examples” or something else?

Jargon:

- What is interest?
 - The term “interest,” though usually self explanatory, could possibly be given a brief explanation near the beginning. A new client may not be familiar with what the word means or what it does.

- When it is later mentioned again, it slowly becomes clearer but can still cause pauses with an audience new to financial terms.
- Savings Account
 - The Purchase Process of GIC's was thorough in depicting how GIC's work and why they exist. The statement "works like a savings account" could possibly be confusing. If the audience is unaware of what a savings account is, only has a checking account etc., the analogy might raise more questions.
 - After the analogy, or somewhere, an expansion on "savings account" or a brief line explaining what it is might be helpful.
 - For example, "a place a client can store money and be paid interest..." etc. Then being compared to a GIC would further clarify the analogy, such as "a GIC therefore works the same but is a contract" etc.
 - Or simply just listing the main difference between a savings account and a GIC would separate the two definitions from becoming too interdependent as the main focus is the definition of GIC.

Layout:

The step by step layout of the definition was very helpful in understanding it. Especially the transitions from parenthetical to sentence to expanded- it was clear how each definition built upon the next. I think the overall layout and organization greatly reflected the first part, the objective, of the assignment in making sure to provide "level[s] of detail" so a writer can choose.

Visuals:

The image provided was really effective in summarizing all that was explained above. It being used at the end was like a combination of the definitions and situation provided in the beginning. It felt like a practice question or template where I could apply everything I just learned into following along with the visual. The image in a way also served as a clear example.

Overall, the definition for a GIC was concise and made easy to understand for the target audience. I really enjoyed reading through it and hope you find some of these suggestions helpful in editing this assignment. Please let me know if you have any questions!

Thank you,

Sincerely,

Cynthia