

In assignment 1:3, we will be asked to define a complex term from our areas of studies using three different formats. A major component of this assignment is being able to write to a specific audience group, in this case, assuming group members have no knowledge of the term. The first portion of the assignment is to complete your own definitions. The second part of the assignment will be to review the work of one member of your writing group. And finally, the third component will be to reflect on your work and the peer review your work received.

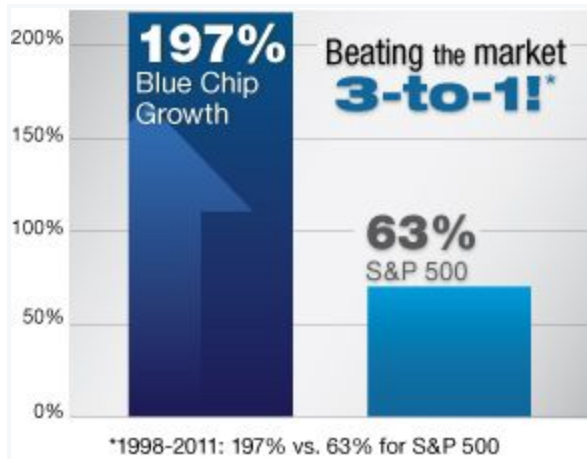
I will be defining the term *Blue Chip*.

Parenthetical Definition: The *blue chip* (nationally, well known) stock is up 2% today.

Sentence Definition: Blue chips is an active, nationally recognized common stock with a history of having strong investment qualities.

Expanded Definition: Blue chips is an active, nationally recognized common stock with a history of having strong investment qualities. The term blue chip is derived from poker. Poker chips come in three colors, white, red and blue, blue having the highest value ("Blue chip (stock market)", 2017). Blue chip stocks are usually components of prestigious indexes, like the Dow Jones Industrial Average, or the TSX-60. While they are appropriate to hold as the core of your portfolio, they should not make up its entirety (Staff, 2017). The following are examples of some of Canada's largest blue chips, Suncor Energy Inc, Telus Corporation, Fortis Inc Cineplex Inc and Sun Life Financials Inc ("Top 35 Canadian blue chip stocks", 2017). Figure 1 shows an advertisement for blue stocks.

Figure 1:



References

- Blue chip (stock market)*. (2017). *En.wikipedia.org*. Retrieved 25 May 2017, from [https://en.wikipedia.org/wiki/Blue_chip_\(stock_market\)](https://en.wikipedia.org/wiki/Blue_chip_(stock_market))
- Blue Chip Growth - Louis Navellier's Portfolio Grader*. (2017). *Navelliergrowth.investorplace.com*. Retrieved 25 May 2017, from <http://navelliergrowth.investorplace.com/portfolio-grader/upsell-blue-chip.html>
- Staff, I. (2017). *Blue-Chip Stock*. *Investopedia*. Retrieved 25 May 2017, from <http://www.investopedia.com/terms/b/bluechipstock.asp>
- Top 35 Canadian blue chip stocks*. (2017). *Finance Journey*. Retrieved 25 May 2017, from <http://www.financejourney.com/top-35-canadian-blue-chip-stocks/>