**ENGL 301**

**To**: Siarra Sens

**From**: Polina Beskrovnaya *P.B.*

**Date**: November 21, 2016

**Subject**: *Peer Review of Formal Report Draft*

Dear Siarra,

Your draft of the formal report, “*New Dentsply Natural Prophy Paste with NuPro Novamin Technology*”, appears completed, well-written and well thought-out in terms of its content. Thorough analysis is the strongest side of your report, making it credible and professional. You provide an excellent overview of the issue at hand and describe each stage that is required for launching the new product extremely well. Integrating more visuals as well as avoiding lengthy explanations could help in making the document more understandable for the reader. In summary, this review includes a few recommendations that can hopefully assist you in improvement of your report:

# **Introduction**

1. Content:

You have provided an outstanding overview of the problem that is discussed in your report. Addressing concerns associated with the practice of polishing clearly helps strengthen your introduction and define the importance of introducing a natural alternative to currently existing prophy pastes. However, it would be useful to explain what the term “chemical-free” means in the context of dental health. I am fairly certain that oils, sugars and other types of ingredients listed as “chemical-free” alternatives are all chemical substances by nature and not normally present in the human body. Further, your definition of “alternative or complementary medicine” contradicts the initial statement later in the same paragraph. At first, both adjectives are used to address the same approach which accompanies traditional treatment, but several lines later it is emphasized that “complementary medicine is used together with Western medicine, while alternative medicine is used in place of”. It would be helpful to clarify that aspect for the reader.

In order to avoid lengthy introductions, it can be beneficial to edit individual paragraphs and eliminate repetitive wording. For example, the part where you provide your own opinion and describe the general attitude towards the practice of teeth polishing can be rewritten with fewer words. Making sure the idea is communicated concisely will demonstrate an appreciation for the reader’s needs. In addition, combining the details of study methods with the scope of the study in the introduction can also aid in decreasing the number of words and convey the message in a more succinct, straightforward way. One way to do that could be explaining how exactly each question can be answered (e.g. literature research, interview, etc.).

Including any working definitions or limitations applicable to the study in the introduction can also make the whole report easily understandable for the reader.

1. Layout:

The fact that you organized the introduction into different subsections helps create a more structured and logical format. However, the standard set of headings (e.g. “Statement of Problem”, “Significance of Inquiry”, “Scope of Inquiry”, etc.) is not necessarily applicable to all reports. While trying to establish the most appropriate format, it can be helpful to take a look at the finished section as a whole and identify a few general points that are being covered at first. This can assist in the process of organization by logical aim, rather than by heading. For example, the subsections “Statement of Problem” and “Need” elaborate on the same ideas and could thus be combined together in one subsection with a slightly different heading, such as “Purpose and Significance”.

# **Body of Report**

1. Content:

Your survey questions are well thought-out given the nature of your report. You also did a great job describing the population in your study, as this information will be of utmost importance to anyone who needs to be aware of actual results. My main advice in the context of this subsection is that presenting the survey results visually can aid illustrating the significance of proposal, reduce word number and offer an easier explanatory alternative to the reader.

In your proposed plan, you give an excellent overview of all the steps that are required to introduce this new product into your field. Your points are clear and supported by appropriate references, which really strengthens your report in general. You also clearly put in much effort into this inquiry by estimating the product budget.

As I have already mentioned in this review, defining all working terms, as well as highlighting the limitations of the study, should be done early in the report, so the reader can have a better grasp of the situation once they reach the body of the document.

1. Layout:

In your report, you cover the phases of your proposed plan and provide explanations for each in separate paragraphs. Arranging the steps of a process by numbers reflective of their chronological order will assist in clarifying the whole picture.

You also outlined your thoughts on marketing strategies related to the proposed product. Organizing ideas as bullet points can make the document appear less cramped and simultaneously increase effectiveness of communicating the message.

Further, your table which highlights projected costs for making the new product is well-organized and appealing visually. Colour-coding of different sections makes the presented material easy to follow as well. You chose an excellent way of putting together all the information in this subsection.

# **Conclusion**

1. Content:

Your conclusion is extremely well-written and perfectly summarizes this report, coming back to its significance and providing an interpretation of the results of your surveys. Adding a list of recommendations, justified by collected data, will further assist in stating the overall goal of report to the reader.

1. Layout:

Again, it would be very helpful to provide a list of recommendations at the end of the conclusion. To maintain the flow of the document, it can be also useful to divide the conclusion into subsections, such as “General Overview” and “Recommendations”.

# **Design**

Your report is divided into large sections, as well as subsections, which greatly facilitates the process of selecting specific aspects of this paper for further inspection. With this in mind, organization of headings in hierarchical order by numbers can make the report more navigable.

Double-spacing the lines in a document will make it easier to follow and more visually appealing to the reader. In addition, making sure the page numbering begins after the title page can minimize any confusion on the reader’s part.

Increasing the number of visuals in form of charts, tables, figures, etc. can break the monotone flow of the report. It is important to help the reader along the way by illustrating hard-to-describe aspects, such as survey results, in visual rather than descriptive format.

Stating the purpose of report in the title is extremely important in communicating the main idea to the reader. It could be helpful to mention not only the product that is described, but also provide the purpose addressing this question: *What is the ultimate goal in relation to the product?*

An informative abstract should also cover all aspects of the report that it precedes. It is vital to not only include an introductory overview and reason for the inquiry, but also briefly summarize the obtained results in an easy-to-follow manner, like bullet point form.

# **Writing Style**

I see that you tried to introduce You-attitude in your report, which is great. Reducing the number of first person pronouns and focusing on the reader instead in the introduction and the conclusion can further assist in demonstrating concern for the reader’s needs.

Eliminating repeating explanations and unnecessary wording in general will communicate the purpose more effectively and succinctly, as well as decrease the document length, showing appreciation for the reader’s time. It is also essential to avoid informal expressions (e.g. “favourite” as a verb) or exclamatory statements in order to create a professional tone.

Overall, your writing is straightforward and coherent. The only difficult parts in the text appeared due to technical errors.

# **Grammar and Technical Errors**

There were quite a few small technical, spelling and punctuation errors that I noticed throughout the document, which made it a bit hard to follow. Careful proof-reading will help minimize confusion on part of the reader.

In summary, you clearly put in a lot of effort into this projects, and this is reflected in your work. I am interested to see the final version of your report and am hoping that you find my recommendations helpful as you continue working on it.