



Authority and Compliance in a University Policy Email

[Introduction]

A university email introducing stricter attendance requirements targets undergraduates across lecture courses. The purpose is behavioral compliance. Through institutional ethos, consequence framing, and syntactic control, the message positions attendance as both required and rational.

[Body Paragraph 1]

Institutional ethos appears through references to “academic policy” and “program standards.” These signals borrow credibility from the institution rather than from argument. The effect is preemptive legitimacy. Students encounter a rule anchored in authority, which reduces the likelihood of contest.

[Body Paragraph 2]

Consequence framing links absence to outcomes. Statements such as “excess absences result in grade penalties” convert policy into measurable cost. This framing shifts the decision from preference to risk management. The reader evaluates attendance as a condition for performance.

[Body Paragraph 3]

Syntactic control supports clarity. Short, declarative sentences present rules without qualifiers. Temporal markers, such as “effective next term,” set boundaries and remove ambiguity. The structure limits interpretive space, which strengthens compliance.

[Conclusion]

The email persuades through authority, cost framing, and controlled syntax. Each element narrows choice and clarifies consequence, which increases adherence.