

1. For each of the following tasks

- Identify your audience (i.e. “who is the audience?”)
- Identify your purpose (i.e. “why is the report needed?”)
- Identify your audiences expectations (i.e. “why is the audience reading this report?”)
- Summarize your strategy (i.e. “how should the report be written based on the above three points?”)

(a) Analyze the failure of component X in GizmoJ, and report your findings to the GizmoJ engineering team.

Audience: i. purpose: _____ ii. Position: _____

iii. Technical knowledge: _____

Writer Purpose: _____ *Audience Purpose:* _____

Strategy: _____

(b) Analyze the failure of component X in GizmoJ, and report your findings to the GizmoJ PR spokesperson.

Audience: i. purpose: _____ ii. Position: _____

iii. Technical knowledge: _____

Writer Purpose: _____

Audience Purpose: _____

Strategy: _____

(c) Present your preliminary design concept to your department manager.

Audience: i. purpose: _____ ii. Position: _____

iii. Technical knowledge: _____

Writer Purpose: _____

Audience Purpose: _____

Strategy: _____

(d) Present your preliminary design concept to a group of venture capitalists and investors.

Audience: i. purpose: _____ ii. Position: _____

iii. Technical knowledge: _____

Writer Purpose: _____

Audience Purpose: _____

Strategy: _____

2. Imagine that you have an audience of real estate developers and sales representatives for whom you are writing an informational report on solar devices, which they are considering as options on housing within a new development. **Decide which of the following topics you'd select for this specific audience and how you'd discuss the selected topics.**

- Basic components of a solar device
- Current research in solar device technology
- Costs to purchase, operate, and maintain solar devices
- Historical background on the use of solar power
- Architectural considerations in using solar devices
- How to determine angle of inclination for a collector
- Basic operation of a solar device
- A survey of solar device manufacturers
- Results of consumer tests on solar devices
- Economics of solar power
- Dynamics of heat transfer
- Tax programs to benefit users of solar power
- Comparison to other common energy sources

3. Analyze the technical document provided below for:

i. Audience

ii. Purpose

Date: February 24, 2018
To: Muhammad Ali, Office Coordinator
From: Jonathan, Word Processing Operator
Subject: New Word Processing Software

Introductory Summary

As you requested, I have examined the WordWonder word processing software we are considering. On the basis of my observations, I recommend we secure one copy of WordWonder and test it in our office for two months. Then after comparing it to the other two packages we have tested, we can choose one of the three word processing packages to use throughout the office.

Features of WordWonder

As we agreed, my quick survey of WordWonder involved reading the user's manual, completing the orientation disk, and meeting with a salesperson from the company. Here are the four features of the package that seemed most relevant to our needs:

1. **Formatting Flexibility:** WordWonder includes diverse "style sheets" to meet our need in producing reports, proposals, letters, memos, articles, and even brochures. By engaging just one command

on the keyboard, the user can change style sheets- whereby the program will automatically place text in a specified format.

2. **Mailers:** For large mailings, we can take advantage of WordWonder's "Mail Out" feature that automatically places names from mailing lists on form letters.
3. **Documentation:** To accommodate our staff's research needs, WordWonder has the capacity to renumber and rearrange footnotes as text is being edited.
4. **Table of Contents:** WordWonder can create and insert page numbers on tables of contents, created from the headings and subheading in the text.

Conclusion

Though I gave WordWonder only a brief look, this survey suggests that it may be a strong contender for use in this office. If you wish to move to the next step of starting a two-month office test, let me know. Then arrangements will be made with the manufacturer for receiving a complimentary trial copy.