# The Era of Happy Tech Workers Is Over : The ever changing industry

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**Part One: Analysis of a Written Work for a First Audience**

The topic of the text is the ever changing technology industry and how it is potentially falling out of favor to employees, the writers choices in relation to the genre of the text seemed to be a lot of written examples or data that contributes to the analysts or possibly her opinion on the matter going so far as to input actual numbers in figures of companies losses or even the introduction stating what silicon valley has already done and following up with trying to explain the past 2 decades.

The writers purpose is to bring awareness to the audience the changing of the tech industry, her personal motives remain unclear but as someone who studies in tech I will say she did a good job painting a picture with news and references / real data to back up her point of view opinion which many share. The historical and / or cultural context you could say an example is silicon valley, but overall I think the message is the tech industry as a whole for years has been a industry that has catered to talented employees with gifts, events and more, the article goes on too state that all of that is going away and businesses are doing less catering and more firing with a load of other cons.

I would say the Core Idea of the text give pursuers of this industry a reality check of what to actually expect, most of us have heard nothing but promise and opportunity and the reality of it all is its not so beautiful after all. To summarize some key parts of the article, the article begins by explaining how the industry has operated in previous years competing for talented tech workers going to to display layoffs and data from various companies with numbers, explaining how the \*pandemic era\* is over and companies are cutting costs where ever they can. Stating more numbers of various companies losses and pressure from investors. For example some detail from the article are as follows,” with its radically transparent company cultures, empowered employees, flat hierarchies and rarefied perks like nap pods and free food -- is quickly disappearing. And it's unlikely to return. “, Tech chief executives are now optimizing more for profitability than for growth at all costs, sometimes at the expense of long-held organizational beliefs. “ , Executives across industries are leaning into their newfound bossism and ending pandemic-era work arrangements and incentives. “ , “ We are entering an era of external investor pressure, higher financing hurdles and overall market volatility. “ are just some examples. All of these quotes are displaying potential negatives for the future in employment of this industry when comparing it to previous years and how it is changing.

**Part Two: Analysis of a Written Work for a Second Audience**

**Identify a New Audience**

Families of tech workers / tech students

students parents may be a bit concerned of the future of their child’s major, or struggling families may worry how to put food on the table for the kids. The needs of this audience would be concern for the loved ones future in this industry and how it might effect them.

**Second Version of the Paper**

\* I believe the topic to be the same even if the audience itself changes.\*

The topic of the article is the ever changing tech industry and how job security is no longer secure. The writers chooses to state numbers and data on mass layoffs from big companies as well as giving figures on how much these companies also lost over the past year in relation to the article being opinionated information or an analysis of real time data with what is currently going on. The writers purpose is to give warning to college students , students parents or the husband / wives of these workers to bring awareness that this industry isn’t what It once was. Parents may want to direct their child in a new direction or spouses may want to find a second income in preparation of what might become hard times. Historically this industry has been known for its high figure pay along with it’s great work life balance and job security, the article gives examples of how all of this has changed. The Core Idea of this text is to prepare the audience for the potential risk of this line of work and hopefully giving them time to prepare for the worst. To summarize some the key points in the article it states that twitter , Microsoft , alphabet and the whole industry has had massive layoffs. That Ceo’s don’t see the benefit to the old ways anymore and how employees are under a lot of pressure by the companies to deliver. Some examples are “ the disruptive axing of half of Twitter's 7,500 employees, a move conducted under its new owner, Elon Musk. “ , “ the tech industry laid off over 150,000 people. In the first few weeks of 2023, Microsoft announced 10,000 job cuts and Alphabet followed with 12,000. “ The layoffs are part of a new age of bossism, the notion that management has given up too much control and must wrest it back from employees. “ , “ Netflix's co-founder and co-C.E.O., said near the start of the pandemic that he didn't ''see any positives'' in working from home “ We are entering an era of external investor pressure “. This is evidence of the down turn in the industry displaying real figures of layoffs and quotes from actual employers.

## References

Rawlinson, Nadia. "The Era of Happy Tech Workers Is Over." *New York Times*, 22 Jan. 2023, p. 9(L). *Gale In Context: Opposing Viewpoints*, link.gale.com/apps/doc/A734103314/OVIC?u=nhc\_main&sid=bookmark-OVIC&xid=36eceb90. Accessed 15 Apr. 2024.