Writing Assignment 3

Dear President Obama,

We are raising awareness for cyber security concerns. We want to addresses the businesses that are not protecting their customers’ private information. Identity theft is occurring frequently; one example is when credit card information is stolen. When businesses fail to secure their customers’ private information, they make it vulnerable to hackers, who would steal and sell that information. This occurs to big companies such as Target. At Target, whenever somebody swiped their credit card, Target stored their information into their database that was not secure. The database was hacked and customer information was stolen. This had a negative impact on people because their sense of privacy was violated.

We are proposing a solution to this problem. To force companies to invest in and maintain reliable security, we suggest boycotting stores that had credit card information stolen. For example, when Target’s data was stolen, if the public worked together and boycotted Target, it would communicate the importance of cyber security and therefore would most likely decrease the number of cyber security gaps. Moreover, other companies would quickly get the message that customers expect their information to be secure when under their service. Ultimately, companies would be willing to invest whatever it takes for cyber security.

An effective way to launch this boycott campaign would be to use the internet as a medium. Continually, each year the number of smartphones being purchased is growing; Facebook, Instagram, Twitter, and other applications are growing rapidly. As the technological world grows and the amount of people who use social media increases, the effects of hackers stealing information has a much greater impact. All it really takes for information to spread is a simple click of a button. If we wanted to spread awareness about cyber security, we could spread the message via email, Instagram, Twitter, Facebook, and others. In addition, when something is online, it can be seen by anyone and everyone, and our message would be spread quickly.

First, we would use a transfer technique to illicit strong feelings of anger, and fear due to innocent customers losing their money, identity, and more. This would help to convince individuals the importance of the problem. Secondly, we could also use testimonies of individuals that have had their lives destroyed due to their personal information being stolen that they entrusted with Target. Third, we would use a bandwagon technique to entice people to join the cause. Encouraging other customers to deny Target’s service until change is made that will help repair the broken bond between customer and business. In conclusion, identity theft and cyber security concerns are an enormous problem in the United States, especially in big companies and businesses, and we should all unite as one and fix the problem with our fair suggestions.