**Date:** October 2, 2014

**To:** Sean Maddox

**From:** Mindy Trieu

**Subject**: Chapter 5 Response

When it comes to the High Speed Rail industry, the Discourse communities/audiences will vary. There will be a great sum of primary audiences who are involved in the project and must be intrigued with the documents and presentation because they have a say in whether or not the ideas will be able to expand, or the other majority who are the general public and will have ambiguous or absolutely no information prior to being presented to.

Upon analyzing the audiences for the High Speed Rail industry, I realize that everyone’s education, professional experience, job responsibility, personal characteristics, personal preferences, and cultural characteristics all fluctuate significantly. The Discourse communities within the audiences can vary from Civil Engineers who are lead board members to my Grandma who watches the news every night at nine. In order to appropriately analyze everyone, I must first analyze his or her social situation. I have researched that it is more likely that families in poverty would prefer the explanation about how the new High Speed Rail will be creating new jobs in all criteria’s and connecting families from all over the state than how this train was structurally created. Opposed to the more fortunate, who may be interested in how the HSR will impact the environmentally positively or the physics behind this 200mph train.

The first step of looking into our audience is by breaking them into categories - secondary and tertiary. Secondary audiences include those who take part in the project such as construction workers, project managers or organizations involved; they are authorities who are indirectly in charge yet still follow guidelines of what needs to be done. Tertiary audiences consist of the general public; everyone and anyone who desires or could care less about the project – from college students to grumpy grandparents. By categorizing which type of groups we will be interacting with, it will help us to be aware of the backgrounds and depth we are going into.

From the information provided to the public, the base line of this project is a fast moving train that will get you from Los Angeles, CA to San Francisco, CA in less than three hours. The audience will be against it due to the harm the train may cause, or for it because it is cheaper than a plane ticket and faster than a car ride, different attitudes are all to be expected. However, I believe they will respond positively because the HSR will benefit California in many aspects – from preserving agricultural and protected lands, producing a cleaner environment, connecting family and friends who are thousands of miles away, and creating jobs all over the state. Work for the HSR has started well before 2013 and it is expected to create 20,000 construction jobs annually for the next five years. The building phase will generate an additional 66,000 jobs annually for fifteen years along with permanent public and private sector employees who will be responsible for operating and maintaining the system. Indirectly, the HSR will provide greatly improved connectivity between California’s major economic regions while reducing congestion in ports, on freight rail lines, and along our highway system.

**Date:** October 2, 2014

**To:** Sean Maddox

**From:** Mindy Trieu

**Subject**: Chapter 8 Response

The High Speed Rail system has been a plan amongst California for years now, and it is still being altered till to day to create perfection. Although every detail that could go wrong is not notice, the details that we are conscious of are taken into account and followed with a solution.

A large concern that has been brought to attention is how the HSR is going to environmentally and economically affect us. Though it may seem we are putting a large operation vehicle on the track for a long period of time, within that period of time we are minimizing the amount of hundreds of cars that would be on the road guzzling gas for eight hours instead of three. Not only would taking the HSR save time, but it would also save money compared to $100 worth of gas or a $500 plane ticket.

Though what is stated may seem convincing, anyone in the audience can be wondering how much is it going to take out of us as a state to create the HSR? In what world is it okay to use to states money on a train that some of us will never use in our lives? Will tax increase due to this billion-dollar investment? How do we even know that the train is safe and that we’re not risking our lives when stepping foot onto that machinery? However, the state of California would never allow a machine to be created to move at 200mph if it were not analyzed, studied and tested hundreds of times before putting a live being in it. “Motor vehicle crashes in the United States result in more than 40,000 deaths per year” (foxnews.com). If we were to reduce the amount of cars on the road, we would also be reducing the deaths. With the dozens of engineers that have worked to produce this miracle, the physics of the train is looked at everyday to find a mistake or any possibility of something going wrong. In conclusion, this billion-dollar investment is the least bit of wasteful. Though you may think you are never going to use it in your life, the HSR rail will bring forth opportunities to travel in ways you currently unaware of.

We have considered your security, recognition, professional growth, and connectedness and we have put all of that thought into the train. We will not be risking any jobs; we will be providing thousands, along with creating professional relationships all around the state. We have recognized the role you play and we are creating the HSR to give back. The High Speed Rail is being constructed for your benefit not ours. We want to help you connect and enjoy life at an easier expense.

When it comes to my industry’s audience, the appeals I thought would be most effective were Ethos and Pathos. I used a lot of Ethos to make the train credible in a way that the audience should feel safe and reassured with any concern. I also use Pathos to connect to the audience beyond facts – to show them how the train will favorably affect their lives and benefit us all in the long run.

**Student Apprentice**

**Recruiter:** California State Personnel Board

**Location**: Downtown Los Angeles, CA

**Job Type**: Temporary

**Salary**: $20.00/hr

**Established**: 7/09/2013

**Description:** Under close supervision and in a learner capacity, you will be aiding an administrative in Transportation Engineering or following technical duties required by the departmental assignment.

Job Characteristics

Employment for this position is designed for students who are admitted for enrollment in engineering or construction classes that will prepare him/her in assisting the department organization where he/she will be employed.

In this role, you will receive on-the-job instructions and will be expected to perform work that will provide practical experience in work tasks related to the certain field of study (such as developing plans, designs, details and maintenance of transportation systems, rail, freeways, roads, airports, ramps, hydraulics, sanitary facilities, bridges, nonstandard major structures or transportation-related buildings and other structures) and develop familiarity with the laws and programs administered by the State of California. This position may be used for students who have completed academic requirements but are working toward professional certification or registration.

Minimum Qualifications

Proof of enrollment as a student in an appropriate college or university program followed with the proper curriculum.

Knowledge and Abilities

Knowledge of: Basic principles of physics, chemistry, mathematics applied to civil engineering, mechanics, strength of materials, and methods of equipment in engineering construction.

Ability to: Do simple mapping, drafting, make neat and accurate computations and engineering notes; prepare reports, establish and maintain friendly and cooperative relations with those contacted in the course of the work, and most importantly, communicate effectively.

Updated 10/3/14