TO: Sean Maddox, ENGL 149 Professor

FROM: Sindhuja Ramini

DATE: October 5, 2014

SUBJECT: Chapter 5 Response

In the software industry Discourse, we would be interacting with the different departments of the company. This would include the Human Resources department and the management department. Both of which would have their own set Discourses. The software would be used on a phone like the iPhone. For the products like this that audience could be people of different ages. The reader’s education would require knowledge of how to use a smart phone and be able to learn about the different aspects. The audience doesn’t really need experience, but the more experience they have the better knowledge they have about the features.

Secondary audience could be the people that design the phone or the people who market the phone because they need be able to understand the software. The tertiary audience would be the management team and they would only need to understand how the phone works not really the code that was used in making it. For our industry, the audience would want efficient software that can run smoothly. They also would expect it to look user friendly with error messages written in English rather than a error in technical terms only people of the software discourse would understand. Also they would expect the software to run without any bugs or glitches.

The iPhone operating system serves many different purposes to the audience. It can be used as phone to make calls, as a camera, listen to music, or can be used to do many more things. There are many applications that run on phone to take notes on or even just play games. A job listing for someone to work in this industry would require them to know object-oriented programming and be good with math. It would also require them to have a degree in Computer Science, Computer Engineering, or Software Engineering.

TO: Sean Maddox, ENGL 149 Professor

FROM: Sindhuja Ramini

DATE: September 2, 2014

SUBJECT: Chapter 8 Response

Apple provides users with some of the best technology through the different products it sells. The common thing on most of the products is the iOS operating system which provides users with many different features that help with productivity to providing consumers with entertainment. The software industry in a Company like Apple must consider to make there audience’s like easier when using their products. Therefore, they must layout a user friendly interface that would be understood by techies as well as a non-techies. Another goal would be implement something that runs efficiently and without bugs, but if crashes tells the user what exactly went wrong and how fix that problem. When crafting an argument for the audience, I would mention all the ways to conserve battery on the phone by helping them understand the different features in Settings. Logos would be the best way to approach them because consumers would want the facts on the product.

**Requisition #** A400212

**Job Title** Apple Watch Developer

**Date Posted** October 5, 2014

**Division** Software Engineering

**Location** Santa Clara, California

**Job Description**

Join the team that is currently working on the upcoming Watch. At Apple, our teams

work together to make the best technology. On this team you will be responsible for the

operating system on the product and will be asked to implement new features. You will

also work alongside the UI teams and QA teams.

**Education Requirements**

Must a have a degree in either BS Computer Science, BS Computer Engineering, BS Software Engineering to apply. Master’s preferred

**Desired Skills**

* Excellent programming knowledge in Objective-C and Cocoa
* Programming experience in C/C++ for at least 2 years
* Knowledge of Stack and Queues
* 4+ years experience working in the Software Industry
* Ability to work in group settings
* Excellent organizational and communication skills
* Ability to pay attention to detail
* Meets deadlines for Project requirements

**Responsibilities**

Apple expects you to be a contributing member of the team, while meeting all the dates for the projects. You will be working closely with the UI team to implement the interface features for the Watch.

**Apply by October 31, 2014 to be considered for the position!**