

# FIT1049: IT professional practice

## Week 2: The basics of professional communications



# Things to cover today...

At the end of this lecture, you will broadly understand:

1. How professional communications differ from everyday communications you would have with your friends and family, for example,
2. How a systematic, analytical and strategic approach will improve the effectiveness and efficiency of your communications to achieve both your short-term and long-term goals, and
3. How the cultural background and perceptions held by the participants of communications could result in different communication processes and outcomes.

# FIT1049: IT professional practice

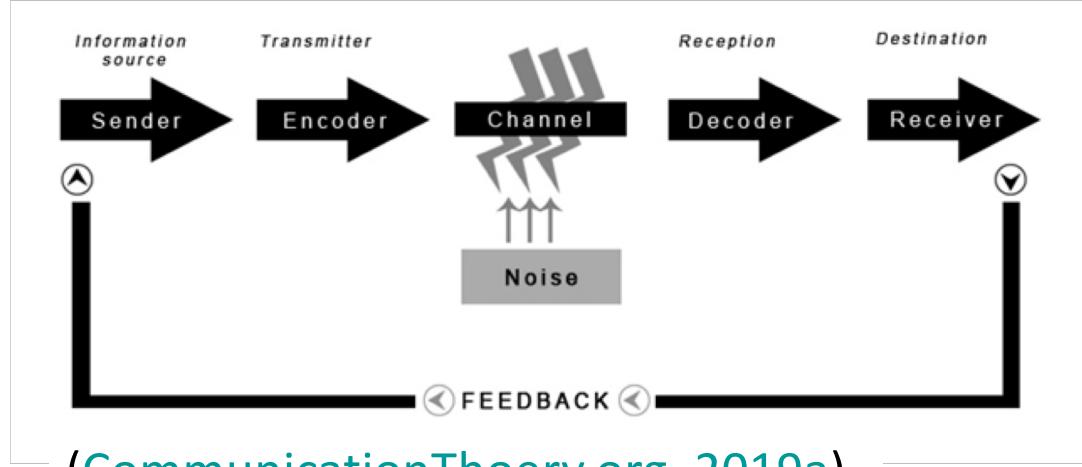
Week 2 (alt.): 8 myths about  
professional communications...



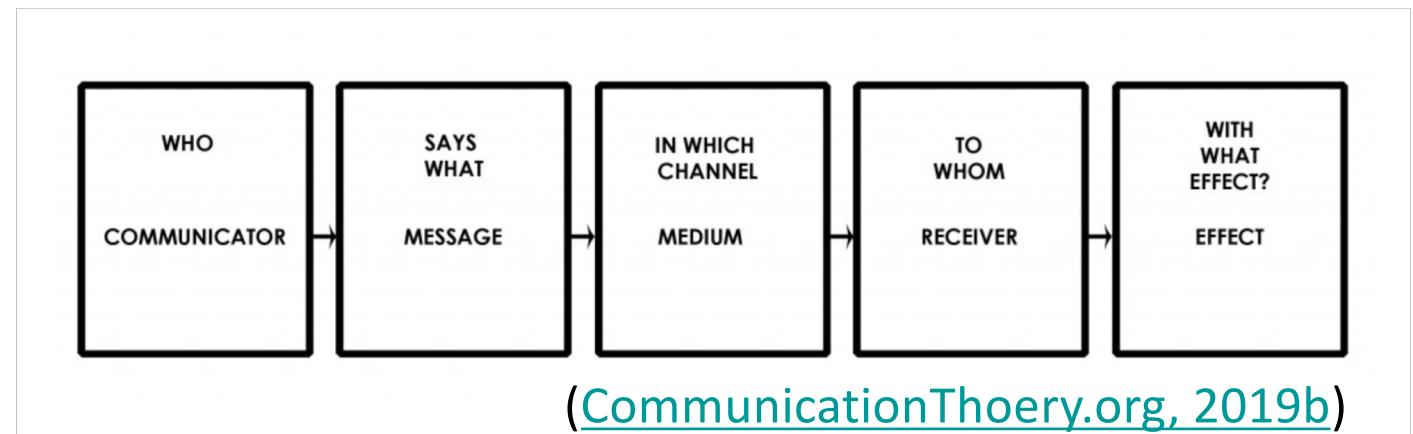
## Myth 1: Professional communications are...

...NOT just a practical means of transmitting information.

Rather, it is a very fabric of social relations.



(CommunicationThoery.org, 2019a)



(CommunicationThoery.org, 2019b)

# What's wrong with these examples?

“Your company is one of the largest consulting firms in Australia with 5,000+ staff members. Your company is also widely known for its innovative culture, and holds strong reputations internationally. I would very much like to gain an experience of working in such a well-reputed organisation.”

“I am a passionate learner who would like to gain a professional working experience in a large organisation like yours. I would also like to develop my skills in cybersecurity, and would also like to gain an opportunity to work in the forensic IT area.”

# Communications as ‘discourse’

What does one want to tell his/her audience?

Who; What; How; To whom.

[Communication as a means of information transmission]

What does one achieve by giving that information to the audience?

[Communication as discourse]

# Job applications in Australia: An example...

1. The employers advertise a job with **the key selection criteria** (KSCs) against which the applicant has to prove their suitability.
2. You apply by sending **a cover letter** with **a CV** attached, and often a document containing your responses for each of the KSCs (i.e. a standard process for a specialist role).
3. The employers shortlist for **interviews** their preferred candidates amongst those meeting the KSCs.
4. The employers conduct interviews to select the successful candidate, to whom **an offer** will be made.

# Importance of knowing the protocols...

“Results reveal that participants formed negative perceptions of the sender of an e-mail containing technical language violations. However, most of these negative perceptions were reduced when participants had situational information indicating that the e-mail sender was from a different culture. Conversely, negative attributions stemming from etiquette violations were not significantly mitigated by knowledge that the e-mail sender was from a foreign culture.”  
[\(Vignovic, 2010\)](#)

Journal of Applied Psychology  
2010, Vol. 95, No. 2, 265–276

© 2010 American Psychological Association  
0021-9010/10/\$12.00 DOI: 10.1037/a0018628

## Computer-Mediated Cross-Cultural Collaboration: Attributing Communication Errors to the Person Versus the Situation

Jane A. Vignovic and Lori Foster Thompson  
North Carolina State University

Computer-mediated communication, such as e-mail, facilitates cross-cultural interactions by enabling convenient communication. During these exchanges, the absence of contextual or situational information may cause e-mail recipients to form dispositional explanations for behavior that might in fact be driven by unseen situational constraints. To gain insight into the manner in which e-mail recipients explain behavior, the authors conducted an experiment examining how technical language violations (i.e., spelling and grammatical errors) and deviations from etiquette norms (i.e., short messages lacking a conversational tone) affect a recipient's perceptions of an e-mail sender's conscientiousness, intelligence, agreeableness, extraversion, affective trustworthiness, and cognitive trustworthiness. This study also investigated whether the effects of technical and etiquette language violations depend on the availability of information indicating the e-mail sender is from a foreign culture. Results reveal that participants formed negative perceptions of the sender of an e-mail containing technical language violations. However, most of these negative perceptions were reduced when participants had situational information indicating that the e-mail sender was from a different culture. Conversely, negative attributions stemming from etiquette violations were not significantly mitigated by knowledge that the e-mail sender was from a foreign culture.

## Myth 2: Professional communications are...

...NOT independent of cultural and social contexts.

Rather, it *is* part of both global and local cultures.

# Professional communications in light of ‘glocalization’...



(Sopco, 2015)

(Hopkins, 2017)



# The functions of a cover letter and a CV

1. **A cover letter** is a **message** that is used to express your interest and intention to apply for the advertised role, making a case for your suitability against the KSCs.
2. **A CV (or also called a resume)** is a **document** that supplements the cover letter by providing a summative list of facts that highlights your skills and experiences relevant to the KSCs.

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Enter Score: 89.4

**AWARDS**

- 2010 Staff member of the Month Award, Computers R Us
- 2009 Award for "Best Design" in website competition, Monash University

**KEY STRENGTHS**

**Communication**

- University presentation received positive feedback regarding style and delivery
- Translated technical reports to ensure clarity and brevity for a non-technical audience
- Quickly built strong customer links resulting in increased sales
- Fluent in spoken and written Japanese

**Adaptability**

- Ability to adapt to different working environments having been exposed to a range of businesses each with its unique culture and client base
- Embrace cultural diversity having travelled extensively in SE Asia and Europe

**Time Management**

- Manage timelines and prioritise workload in order to meet study, work and extra curricular commitments
- Project management role on Monash Information Technology Club (MITC), which involved organising and managing the annual university ball within a tight timeframe and a budget of \$40,000

**Initiative and Creativity**

- Highly developed creative skills, developed by designing and implementing a small business website for access by customers and investors ([www.rosies\\_antiques.com](http://www.rosies_antiques.com))

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**IT for the new generation (2<sup>nd</sup> year group project)**

- Designed and implemented Multimedia Systems – New Gen Inc
- Negotiated and problem solved technical issues
- Researched and presented findings in an easy to understand format
- Result: High Distinction

**INDUSTRY RELATED EXPERIENCE**

2009 - current

**Website Developer**

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- Manage and maintain the company's website ([www.rosies\\_antiques.com](http://www.rosies_antiques.com))
- Design and implement the website to cater for online customers and to provide general information for investors
- Resolve IT queries from staff within a 24 hour timeframe
- Roll out training sessions on new MS Office software
- Troubleshoot application problems

**Key Achievements**

- Redesigned the website to make it more user friendly
- Increased the number of visitors by 30%
- Provided an option for customers to buy online

2008

**Applications Support**

**HelpTech Australia**

- IT phone support for domestic and global clients
- Troubleshooting and circuit board testing
- Dealing with basic customer problems and enquiries

2006 - current

**Customer Service Assistant**

**Computers R Us**

- Engage in sales to provide appropriate products to meet customer requirements
- Handle cash transactions and operate registers
- Participate in quarterly stock takes
- Provide post sales technical support to customers

**Key Achievement**

- Staff Member of the Month Award – March 2010

**VOLUNTARY WORK**

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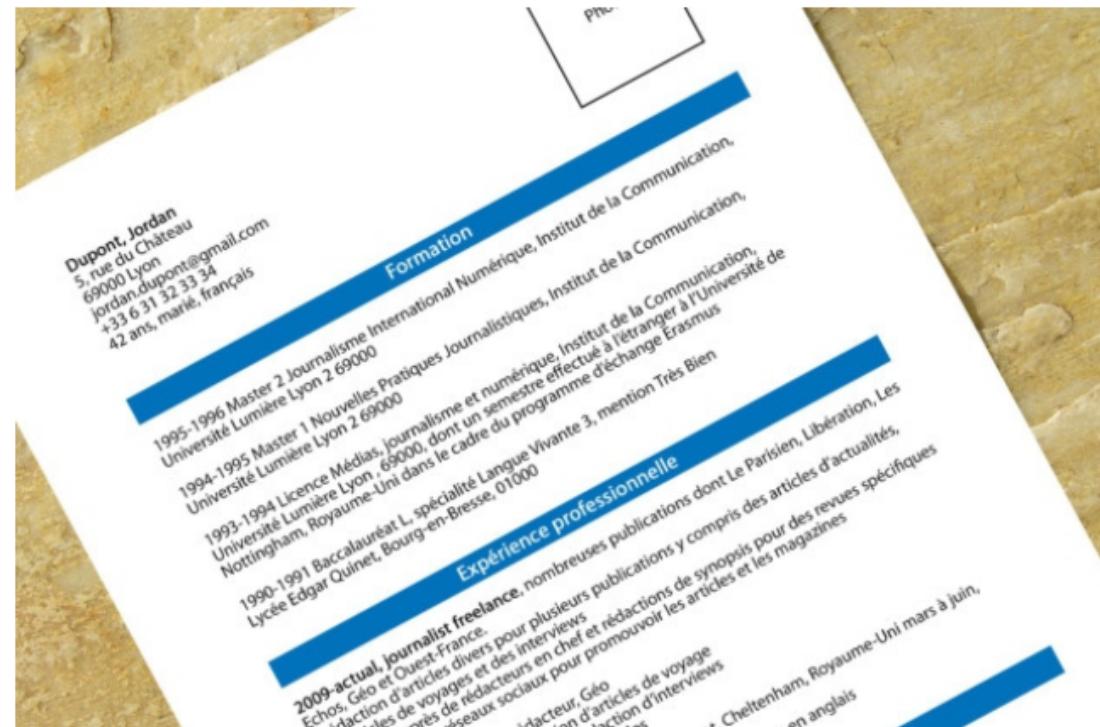
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“Start your French CV with your personal details. These should include: name (remember that the French write their surname first), address, email address, telephone number, age, marital status and nationality (if you have a good level of French it might be useful to include it after your nationality). It is also common practice in France to include a passport-sized photo of yourself with your CV. Make sure this is a professional photo of you and not a holiday snap!”  
[\(Rawle, 2018\)](#)

## How to write a great French CV

Published: 16:07 28 April 2018 | Updated: 15:24 08 May 2018

Emma Rawle



How to write a great French CV © Archant

If you're applying for jobs in France then make sure you use this simple guide to write a great French CV in the correct format and make sure you stand out from the other candidates

[\(Rawle, 2018\)](#) 15

## 履歴書

2014年2月6日現在

ふりがな 姓 名	中 華 太 亮
山田 太郎	
1989年11月7日生（満24歳）	
	<input checked="" type="radio"/> 男 <input type="radio"/> 女

本籍を記入する 事項を記入する必要が ある場合
1 車両・45cm 横 24・30cm 2 本人風貌写真上 部着用ありつけ

ふりがな ビラキヨウセイ 性別 性別番号 ヤ301-1234	電話 03-3123-4567
東京都千代田区ウイキペ町1丁目2番34号	
ふりがな 連絡先 連絡先	傳票 090-1234-5678
（既往疾患等に連絡を希望する場合は記入）	
	電話
	月

年	月	学歴・職歴（各別にまとめて書く）
学歴		
2006	3	私立ウイキペ中学校 卒業
2006	4	私立ウイキペ高等学校 入学
2009	3	私立ウイキペ高等学校 卒業
2009	4	私立ウイキペ大学 情報工学部 入学
2013	3	私立ウイキペ大学 情報工学部 卒業
職歴		
2013	4	ウイキペ株式会社 入社
		東京支社 技術部に配属
		以上

年	月	免許・資格
2013	1	普通自動車第一種免許取得

自己PR

保護スキル

希望の施設、特徴、好きな学科など	通勤時間 約 1 時間 0 分
扶養家族数(応募者を除く)	0人
応募者	応募者の所属施設 <input checked="" type="radio"/> 有 <input type="radio"/> 無
応募者の所属施設	<input checked="" type="radio"/> 有 <input type="radio"/> 無

本人希望記入欄（特に給料、職種、勤務時間、勤務地、その他についての希望などがあれば記入）

(Smith, 2014)

## Myth 3: Professional communications are...

...NOT about following the rules.

Rather, it is about how to take advantage of the existing rules for your benefits.

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- Engage in sales to provide appropriate products to meet customer requirements
- Handle cash transactions and operate registers
- Participate in quarterly stock takes
- Provide post sales technical support to customers

**Key Achievement**

- Staff Member of the Month Award – March 2010

**VOLUNTARY WORK**

- 2010 Participate in Mothers Days Run to raise funds for cancer research
- 2009 Red Cross Door Knock Appeal
- 2009 Open Day Ambassador for Faculty of Information Technology, Monash University

**MEMBERSHIPS**

- 2010 Student Member of the Design Institute of Australia
- 2010 Student Member of the Australian Institute of Technology
- 2009 Committee Member of Monash University Student Representative Council

**INTERESTS**

- Reading: crime novels, technology magazines
- Keeping abreast of computer game developments
- Sport: indoor cricket, black belt karate, skiing
- Travel: SE Asia, Europe

**REFEREES**

Ms Mandy Tempson  
Manager  
Computers R Us  
Tel: 9876 6677  
Email: [mandytempson@gmail.com](mailto:mandytempson@gmail.com)

Dr Kate Brilla  
Head of Faculty of Information, Technology & Systems  
Monash University, Berwick Campus  
Tel: 9800 1334  
Email: [kate.brilla@monash.edu.au](mailto:kate.brilla@monash.edu.au)

# **2018/2019 Summer Internship Program**

- Work with leaders in their field
- Build relationships and be part of a thriving summer intern community
- Be considered for early entry into our 2020 Graduate Program

## **About The Role**

**Role Location:** Australia Wide

**Role Type:** Summer Internship (Nov – Jan)

No matter where your career takes you, our Summer Intern Program aims to provide you with the foundations you need to grow and succeed. Our paid eight-week program is a great way to explore a career with ANZ, and gain invaluable experience.

We believe the best way to learn is to throw you into new experiences. Each of our eight week Summer Intern Program streams has a different focus.

Join our Technology program and you might be helping out on the architecture or systems we need to deliver the best experience to our customers. In Australia Division, you could be focusing on banking, lending and investments to help businesses of all sizes grow and achieve their goals.



## **About You**

We're interested in people from diverse backgrounds, who are excited to be part of an industry that's rapidly transforming for a digital and social world. People who want to make a difference for our customers, culture and community.

Upon completion of the program, you might even receive an early offer for our Graduate Program.

To be eligible you should be:

- a citizen of, or hold permanent residency in, Australia or New Zealand;
- in your penultimate or 2nd last year of study of your bachelor or post-graduate degree
- available for the program from 12 November 2018.

## **About ANZ**

At ANZ, everything we do boils down to 'why' – our purpose – to shape a world where people and communities thrive. We're just as focused on seeing our people thrive as well as our customers. We'll give you every opportunity to develop your career.

We are responding faster to changing customer requirements, focusing on the things that matter the most, energising our people, eliminating waste and reducing bureaucracy.

A happy workplace is a thriving one. So in order to attract and keep the best talent, and say thanks for the hard work, we make sure all our employees are rewarded.

At ANZ we aim to create an inclusive environment where employee differences such as gender, age, culture, disability, sexual orientation, family and caring responsibilities and religion are valued. We work flexibly at ANZ. Talk to us and let us know how this role can be flexible for you.

**Applications close:** 6th August. Apply today.

[Find out more.](#)

[\*\*\(GradConnection, 2018\)\*\*](#)

## **“Who makes a good Technology Intern?**

We’re looking for people who understand the impact technology has on businesses today, and is likely to have on businesses in the future. We’re after big-picture interns who can use critical thinking and strong technical skills to solve problems in a team environment, or break away from the pack and work on their own. All successful interns have a passion for the way technology can shape our lives. If you have experience from part-time work or university projects, that’s an added bonus.

## **Suitable applicants**

Students who are studying towards Computer Science, Information Systems, Engineering or Science (with some IT subjects) related degrees may be well suited to a role in Technology. However if you’re a student from another discipline and believe Technology is the right fit for you, we are happy to hear from you!”

(ANZ on their internship program in their Technology Team;  
linked from [GradConnection, 2018](#))

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(ANZ on their internship program in their Technology Team;  
linked from [GradConnection, 2018](#))

<p><b>GARRY GRADUATE</b>  35 Hill Crescent  Jobsville VIC 3400  Ph: 03 9771 6770 (H) / 0415 559 629 (M)  <a href="mailto:garry.graduate@email.com.au">garry.graduate@email.com.au</a></p>	<p><b>KEY COURSE RELATED PROJECT</b>  <b>IT for the new generation (2<sup>nd</sup> year group project)</b></p> <ul style="list-style-type: none"> <li>Designed and implemented Multimedia Systems – New Gen Inc</li> <li>Negotiated and problem solved technical issues</li> <li>Researched and presented findings in an easy to understand format</li> <li>Result: High Distinction</li> </ul>	<p><b>MEMBERSHIPS</b></p> <ul style="list-style-type: none"> <li>2010 Student Member of the Design Institute of Australia</li> <li>2010 Student Member of the Australian Institute of Technology</li> <li>2009 Committee Member of Monash University Student Representative Council</li> </ul>
<p><b>EDUCATION</b>  2009 - current</p> <p><b>Bachelor of Information Technology and Systems</b>  Monash University, Clayton  Major in Multimedia  Distinction average  Expected completion date: November 2011</p>	<p><b>INDUSTRY RELATED EXPERIENCE</b></p> <p><b>2009 - current</b>      <b>Website Developer</b>  <b>Rosie's Antique Shop, Canterbury</b></p> <ul style="list-style-type: none"> <li>Manage and maintain the company's website (<a href="http://www.rosies_antiques.com">www.rosies_antiques.com</a>)</li> <li>Design and implement the website to cater for online customers and to provide general information for investors</li> <li>Resolve IT queries from staff within a 24 hour timeframe</li> <li>Roll out training sessions on new MS Office software</li> <li>Troubleshoot application problems</li> </ul> <p><b>Key Achievements</b></p> <ul style="list-style-type: none"> <li>Redesigned the website to make it more user friendly</li> <li>Increased the number of visitors by 30%</li> <li>Provided an option for customers to buy online</li> </ul>	<p><b>INTERESTS</b></p> <ul style="list-style-type: none"> <li>Reading: crime novels, technology magazines</li> <li>Keeping abreast of computer game developments</li> <li>Sport: indoor cricket, black belt karate, skiing</li> <li>Travel: SE Asia, Europe</li> </ul>
<p>2008</p> <p><b>Victorian Certificate of Education (VCE)</b>  Princeton Secondary High, Heyington  Enter Score: 89.4</p>	<p><b>2008</b>      <b>Applications Support</b>  <b>Helptech Australia</b></p> <ul style="list-style-type: none"> <li>IT phone support for domestic and global clients</li> <li>Troubleshooting and circuit board testing</li> <li>Dealing with basic customer problems and enquiries</li> </ul>	<p><b>REFEREES</b></p> <p>Ms Mandy Tempson  Manager  Computers R Us  Tel: 9876 6677  Email: <a href="mailto:mandytempson@gmail.com">mandytempson@gmail.com</a></p> <p>Dr Kate Brilla  Head of Faculty of Information, Technology &amp; Systems  Monash University, Berwick Campus  Tel: 9800 1334  Email: <a href="mailto:kate.brilla@monash.edu.au">kate.brilla@monash.edu.au</a></p>
<p><b>AWARDS</b></p> <ul style="list-style-type: none"> <li>2010 Staff member of the Month Award, Computers R Us</li> <li>2009 Award for "Best Design" in website competition, Monash University</li> </ul> <p><b>KEY STRENGTHS</b></p> <p><b>Communication</b></p> <ul style="list-style-type: none"> <li>University presentation received positive feedback regarding style and delivery</li> <li>Translated technical reports to ensure clarity and brevity for a non-technical audience</li> <li>Quickly built strong customer links resulting in increased sales</li> <li>Fluent in spoken and written Japanese</li> </ul> <p><b>Adaptability</b></p> <ul style="list-style-type: none"> <li>Ability to adapt to different working environments having been exposed to a range of businesses each with its unique culture and client base</li> <li>Embrace cultural diversity having travelled extensively in SE Asia and Europe</li> </ul> <p><b>Time Management</b></p> <ul style="list-style-type: none"> <li>Manage timelines and prioritise workload in order to meet study, work and extra curricular commitments</li> <li>Project management role on Monash Information Technology Club (MITC), which involved organising and managing the annual university ball within a tight timeframe and a budget of \$40,000</li> </ul> <p><b>Initiative and Creativity</b></p> <ul style="list-style-type: none"> <li>Highly developed creative skills, developed by designing and implementing a small business website for access by customers and investors (<a href="http://www.rosies_antiques.com">www.rosies_antiques.com</a>)</li> </ul>	<p><b>2006 - current</b>      <b>Customer Service Assistant</b>  <b>Computers R Us</b></p> <ul style="list-style-type: none"> <li>Engage in sales to provide appropriate products to meet customer requirements</li> <li>Handle cash transactions and operate registers</li> <li>Participate in quarterly stock takes</li> <li>Provide post sales technical support to customers</li> </ul> <p><b>Key Achievement</b></p> <ul style="list-style-type: none"> <li>Staff Member of the Month Award – March 2010</li> </ul> <p><b>VOLUNTARY WORK</b></p> <ul style="list-style-type: none"> <li>2010 Participate in Mothers Days Run to raise funds for cancer research</li> <li>2009 Red Cross Door Knock Appeal</li> <li>2009 Open Day Ambassador for Faculty of Information Technology, Monash University</li> </ul>	

## Myth 4: Professional communications are...

...NOT something that can be ‘generic’ to suit every purpose and format.

Diversity in the available means of communications is increasing and will not slow down, and well-harnessed creativity is essential to craft a focused communication.

**NATHALIE BYSTRÖM**

DIGITAL MARKETING PROFESSIONAL

### INTRODUCTION

Hi, I'm Nathalie and I am passionate about helping businesses get discovered and gain recognition through the latest viral, guerrilla and digital marketing tactics. As an organized and highly creative individual, I love to champion brilliant marketing ideas that deliver first class results and the challenges of working within a dynamic and fast paced working environment.

### EXPERIENCE

**DIGITAL MARKETING MANAGER | GOOGLE**  
December 2012 - Present

Laking closely with internal design and development teams, I was responsible for brainstorming, managing and implementing SEO and PPC campaigns within the R&D / Inspiration team. Working at the forefront of the marketing team I have been instrumental in driving recognition for breakthrough products such as Google Fiber and always of Google Analytics I have increased ROI by 12% and CTR by 18%.

**DIGITAL MARKETING ASSISTANT | AMAZON**  
January 2009 - November 2012

Supporting an established Digital Marketing team of 20 my responsibilities included managing the day-to-day operations of the marketing campaigns, generating reports and insight for the wider marketing team, brainstorming new marketing concepts and mentoring junior members of the team. My key focus was centred on SEO, PPC, Google Analytics and the UI/Design of Landing Pages.

**EMAIL CAMPAIGN ASSISTANT | AOL**  
August 2006 - December 2008

After graduating from university I joined AOL as part of a graduate programme within their Digital Marketing department. Specialising in Email marketing, my main responsibility was to manage requests for new designs, development and distribution of 120m B2C emails per year. Geared towards retention and subscription management programmes I had to create and manage engaging email campaigns as part of a team.

123 The Street, Crouch End, London, N7 | 01234 567890 | email@email.com | twitter.com/reallytasteyaccount



# CURRICULUM VITAE

## HELO MY NAME IS RICCARDO SABATINI.

### ► A SHORT PRESENTATION.

I am an italian graphic-designer, with a first class bachelor of arts degree at Accademia Italiana - University of Wales. Besides my specialization, I have an extreme passion to work with everything is visual, from photography to digital art to many other fields. My main goals are to receive the best feedback for what I do, and to do it in the best way. Plus to improve always my style and to do something different each time.

### ROUTINE IS NOT HEALTHY FOR DESIGNERS.

### ► MY SKILLS SET. HOW I WORK!

I like to work in different ways and with different styles, so I used to combine a lot these softwares together, interaction is a great weapon of choice.

### ► MY WEAPONRY.

ADOBE PHOTOSHOP level expert	ADOBE ILLUSTRATOR level advanced	ADOBE INDESIGN level advanced
PHOTOGRAPHY level advanced	TABLET level intermediate	3D SOFTWARES level beginner
VIDEO EDITING level beginner		

### ► I AM ON THE INTERNET. OF COURSE!

I have uploaded my material online from the beginning to confront myself in a worldwide range, also to keep in touch with other creatives of every culture and country, to be inspired and to inspire, and so to professionally grow.

E-MAIL superrough@live.it	BEHANCE behance.net/richardsabatini
DEVANTART richardtherough.deviantart.com	FLICKR flickr.com/photos/richardtherough
LINKED-IN linkedin.com/in/riccardosabatini	FACEBOOK facebook.com/riccardosabatinidesign

### ► MY SPECIALTIES, WHAT I DO!

LOGO-LAYOUTS	PHOTOGRAPHY	BRANDING	PACKAGING	DIGITAL ART
TYPOGRAPHY	PHOTO-RETOUCH	ADVERTISING	PATTERN-DESIGN	VECTOR ART
TYPE-TREATMENT	PHOTO-MANIPULATION	EDITORIAL-DESIGN	3D RENDERING	ILLUSTRATION

### ► MY EXPERIENCES, WHAT I'VE DONE!

I work since the beginning, for personal projects, online competitions, freelancing and employed.

- PERSONAL PROJECTS** (since 2006) experimenting of different typology and materials, from art to poster design and much more, all available on my online portfolio.
- ONLINE COMPETITIONS** (since 2006) constant participation to contests of graphic-design, photography and digital art.
- ACCADEMIA ITALIANA** (year 2010 - early 2011) art direction, development and production of the communication for the international design academy Accademia Italiana, the same university where I have been graduated.
- ADD YOURSELF** (since 2011...) currently searching.

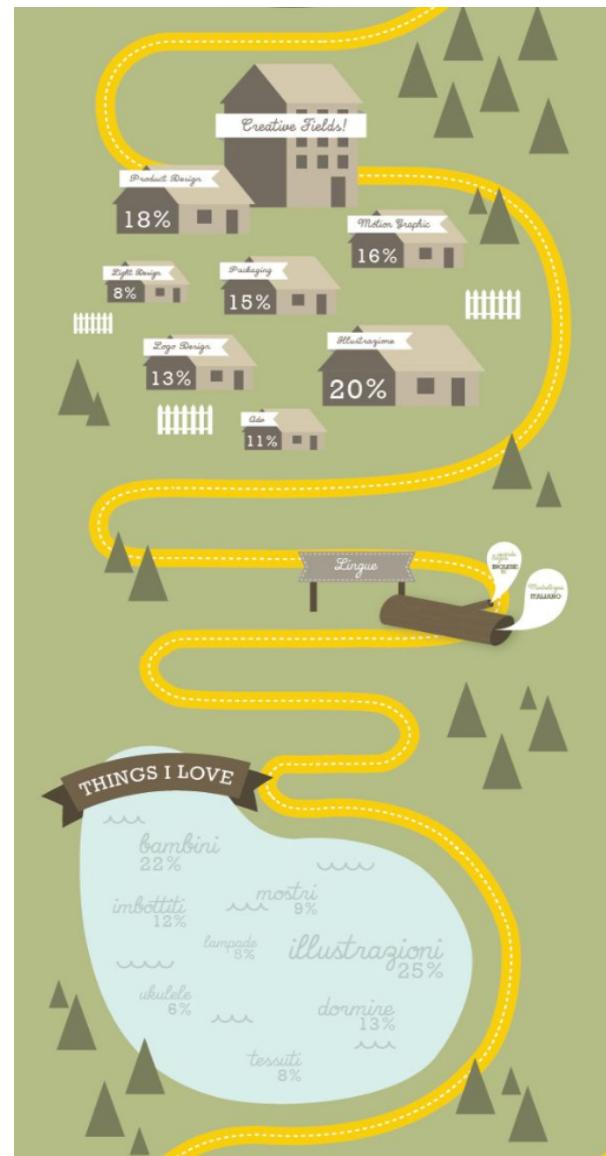
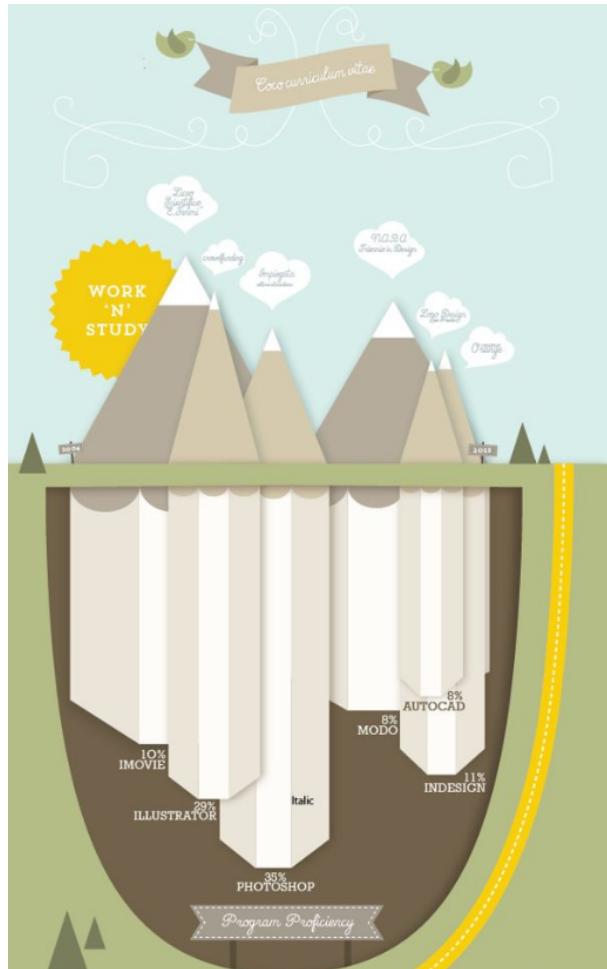
### ► THE RESPONSE CORNER, MAKE YOUR CHOICE!

EXPECTED TIME TO READ : 87 SECONDS

THE PHONE OR THE TRASHCAN

Yours faithfully, Riccardo Sabatini

(All examples from [Richard, 2014](#))



(Richard, 2014)

# **2019 Trainee Program - Sydney - Technology Risk**

Creating a meaningful career is important, but so is creating yourself. To do both, you need the right opportunities – to grow equally as a professional and an individual, and to make an impact in a community where creating positive difference matters.

The skills, experience and connections you will gain with PwC provide that opportunity. The rest is yours to create!

## **About the opportunity**

If you are in your first year of a three-year degree, second year of a four-year degree, or third year of a five-year degree, kick start your career by joining our Trainee Program. The Trainee program enables you to gain practical experience within our Risk Assurance business area while still completing your degree. It's the ultimate way to put what you're learning at uni into practice.

Once you've completed the Trainee Program and your degree, you may be offered a full-time graduate position with the firm.

## **About the team: Technology Risk**

Technology Risk provides clients with independent reviews and confidence in the technology decisions, applications and the platforms they operate. The team help to manage emerging risks tied to systems, security, data, reporting and programs to enable clients to create a more digitally integrated environment and better harness new technologies.

The work you'll do here involves providing assurance in relation to client activities spanning Technology Strategy and Transformation, IT Operations, Digital Integration and Emerging Technology as well as specialist Technology support for internal and external audit services.

Our Technology Risk team is part of our Risk Assurance practice. Learn more [here](#).

## **Next Steps**

For more information on the business areas at PwC and benefits of the Trainee Program, please visit our [website](#).

Applications open on Monday 23rd July and close on Sunday 19th August at 5PM.

Our recruitment process will follow the timeline below. Please take note of the dates and complete testing and video interviews as soon as possible to ensure you have enough time to do your best!

- Online Testing deadline - Wednesday 22 August
- Video Interview deadline - Sunday 26 August
- Video Interview outcomes by Wednesday 5th September
- Assessment Centres commencing 10th September

Please note that to be eligible for the Trainee Program, you must be an Australian or New Zealand Citizen or an Australian Permanent Resident.

## **Trainee Insider Evening - Tuesday 7 August**

Join us for our Trainee Insider Event! You will have the opportunity to meet employees who started their careers through the Trainee program, learn about our new ways of working, and network with recent Trainees and members of the recruitment team to gain valuable insights into how to stand out through the recruitment process.

You'll come away with an understanding of the program, how you can kick start your career and create meaningful change.

Register [here](#).



## Myth 5: Professional communications are...

...NOT about being formal, serious, formulaic, superficial or impersonal.

And that explains the importance and relevance of interpersonal communications in a range of highly respected and most ‘professionalised’ or well-established professions.



# The mechanics of conversations...

What kept the conversations going?

They would include, at least, the following:

A shared context,  
An agreed purpose, and  
A common means of communications.

An effective professional establishes these with anyone so efficiently in a professional context. *Intra-personal communication skills* are paramount in doing so.

## Myth 6: Professional communications are...

...NOT only a set of techniques.

The techniques are only means of communications, and are relational to the communicator, the audience, the objectives and the context. The selection, applications and execution of them are very *clinical*.

How would you feel if \_\_\_\_\_ told you that...

“Well, I see you planned a fair bit, and am glad that it went all well. Having said, though, you probably like to think about other ways of doing it next time...”

Your parent?

Your close friend?

Your not-so-close colleague?

Your direct manager at work?

Or even the manager of your direct manager?

Now, imagine that it is you as a manager who has to tell your staff...

“Well, I see you planned a fair bit, and am glad that it went all well. Having said, though, you probably like to think about other ways of doing it next time...”

What would you need to consider  
*before* you have this conversation with your staff?

## Myth 7: Professional communications are...

...NOT just for those involved in the communications.

People will be watching (and scrutinising) your communications as performance.  
And this is more so with the elaborate communication technologies...

*Cf. Preistley's paradox*

# Wake Up Call: Zuckerberg's Legal Team Has His Back at Senate



Mark Zuckerberg, chief executive officer and founder of Facebook Inc., testifies before a joint hearing of the Senate Judiciary and Commerce Committees in Washington, D.C., U.S., on Tuesday, April 10, 2018. Senators pressed Zuckerberg at the start of two days of congressional testimony over his company's failure to protect the privacy of millions of its users, warning that they wanted more than just apologies and promises to do better. Photographer: Al Drago/Bloomberg

By Rick Mitchell - Big Law Business

April 11, 2018



([Mitchell, 2018](#))

([Baynes, 2018](#))

## Christopher Wylie hearing: Cambridge Analytica whistleblower to give evidence to US Congress over Facebook data breach

Former employee of data analytics firm likely to face questions over work for Trump campaign

Chris Baynes | Monday 23 April 2018 14:59 | [2 comments](#)



Cambridge Analytica whistleblower Christopher Wylie gives evidence to the House of Commons Digital, Culture, Media and Sport Committee's inquiry into fake news (PA)

"They turned a rather ordinary recall into a brand-threatening crisis," said Jeff Kingston, a professor of Asian studies at Temple University's Japan campus in Tokyo. ... Indeed, a key reason why Toyoda is in the hot seat is because the company leadership responded in a very Japanese fashion, Japan watchers say." ([Voigt, 2010a](#))

"I'm sure [Mr Toyoda] is desperately getting a crash course in how to field all the tough questions," said Ryoichi Shinozaki, a crisis management expert at Kyodo Public Relations Co. in Tokyo. ... His advice: Stay in control, remember you're always being watched, and, whatever you do, don't get teary-eyed, as some Japanese company presidents under siege have done in the past to win sympathy in Japan." ([CBS, 2010](#))

## Toyoda in Washington: A clash of cultures?

By Kevin Voigt, CNN  
February 25, 2010 -- Updated 0042 GMT (0842 HKT)



([Voigt, 2010a](#))

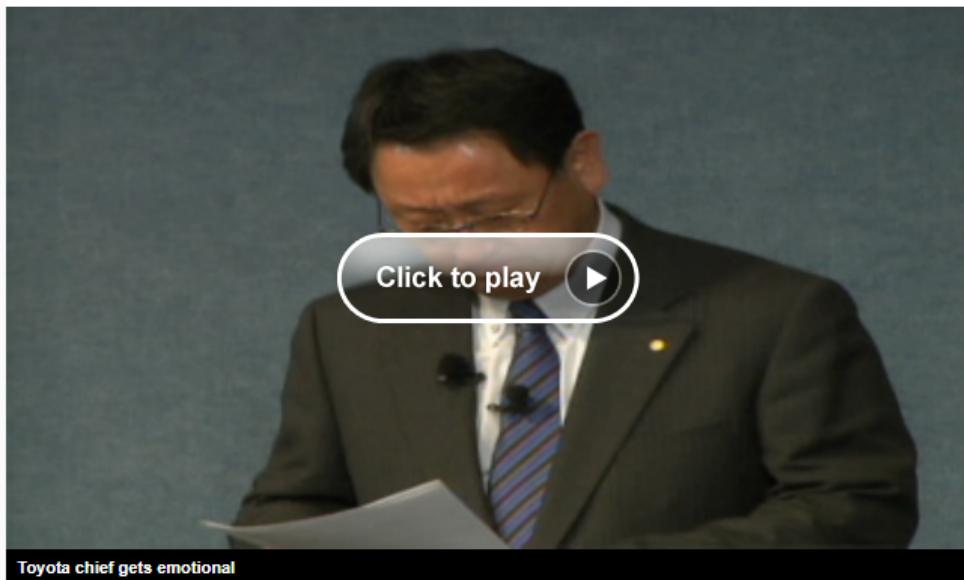
"The topic was Toyota's safety woes but the hearing at the US Congress could also have been a study in cross-cultural communication as Japanese formality met American bluntness. ... Waving papers, pointing fingers and occasionally raising their voices, US House members spent three hours grilling Toyota executives over auto defects blamed for more than 30 deaths in the US. ... In scenes barely imaginable in Japan, Republican representative John Mica thundered that Toyota had been "absolutely appalling" while Democrat Dennis Kucinich accused the executives of not giving him the "courtesy of a response". During the three-hour-long grilling that ensued, some lawmakers grew irritated with Toyoda's answers." ([SBS, 2013](#))

"Pressed by time limits set by the committee, lawmakers sought short and simple answers from Toyoda. But he referred back to notes in Japanese, often describing general principles, making for exchanges that were sometimes at cross-purposes. At one point, Rep. Dan Burton, a Republican from Indiana, had a simple question and a visual aid: an accelerator pedal made for Toyota in Japan and one made in the United States. He wondered why they were different. Speaking through his translator, Toyoda stepped way back to the big picture. ...Using a translator also sometimes worked against Toyoda as he struggled to keep up with questions fed back to him through an earpiece in Japanese." ([Kubo, 2010](#))

## Analysis: How did Toyoda do?

By Kevin Voigt, CNN

February 25, 2010 – Updated 1652 GMT (0052 HKT)



Toyota chief gets emotional

(CNN, 2010)

"Under the circumstances, he did very well indeed," said Dave Bartlett, the Washington-based senior vice president of Levick Strategic Communications. "He did suffer from the language barrier, which made it tougher for him to express the emotion that would have probably amplified his message in a way he would have liked." ... "My impression was that he did better than expected and that the politicians, for the most part, were surprisingly gentle," added Michael Alan Hamlin, president of Team Asia, which provides communications advice to multinational companies.

Toyoda was more circumspect about his performance. [He admitted to CNN's Larry King](#) that the day had been difficult, "and I am not confident to what degree our sincerity was conveyed." ... Wall Street applauded Toyoda's performance -- Toyota stock ended the day in New York trading up 4 percent." ([CNN, 2010](#))

## Myth 8: Professional communications are...

...NOT just about an immediate success and outcomes.

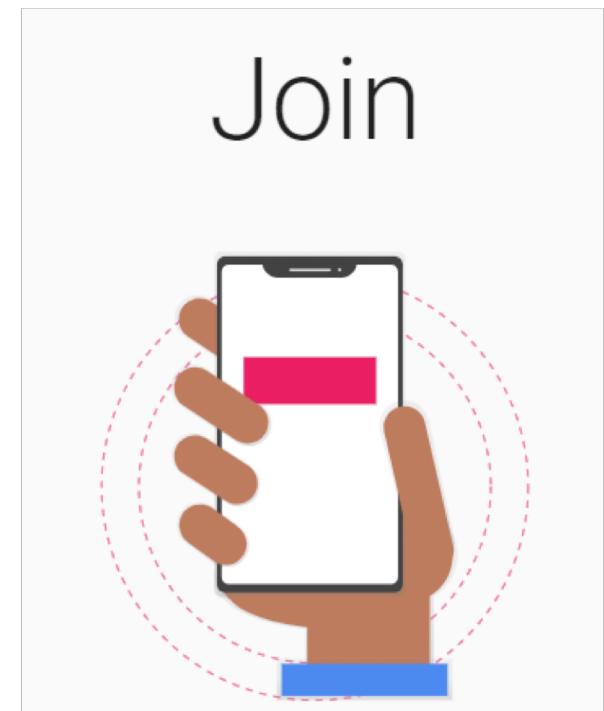
Each communication is merely a battle; you will have to win the war.

# How does this week's topic get assessed?

Please head to <https://flux.qa> and sign in with your Monash account (you should then stay logged in for the semester).

Hit the plus button in the top right and type in code **8JQJ4J** to join the FIT1049 group. The code is case sensitive.

\*Please note that this is a Monash system, and your responses to questions are not anonymous.



## Question 1: Roles of the IT professionals (FLUX)

Which one of them would be a typical IT role in an organisation?

1. Presenting business intelligence data to the management in an effective and engaging manner;
2. Providing IT support to staff and others when technical issues arise; or
3. Identifying both existing and potential organisational and business issues and address them using IT.

## Question 2: Communication models (FLUX)

Which of the following would describe a potential limitation of the communication models mentioned in the reading?

1. They tend to focus on transmission of information, which is not the entirety of communications.
2. They tend to be too abstract to capture the complexity of communications that take place in practice.
3. They tend to reflect more the discipline in which each model was developed (e.g. Lasswell's in political science, Shannon-Weaver's in informatics), and they are not compatible with each other.

## Question 3: The basics of communications (FLUX)

The communication models tend to assume the presence of the ‘audience’ as the receiver of the communication one initiates. Could a piece of communication be effective even if this ‘audience’ include multiple cohorts of people?

1. No – professional communications should be developed in a precisely targeted manner, and if there are multiple audiences for the given communication, it is a poorly designed one.
2. Yes – there are occasions where one initiates a communication that would be interpreted by different audiences, and this is part of the craft of professional communications.
3. Yes – the communication may well reach different audiences, but as long as it works effectively with the majority of them, the communication could be considered ‘effective’.

## Question 4: The basics of communications (FLUX)

A certain level of formality is required in many situations of professional communications. Which of the following is NOT a reason for this?

1. Because such formality creates the sense of importance.
2. Because such formality is what makes communications ‘professional’ distinct from everyday communications.
3. Because it can provide a certain structure and context that establish a common ground for those involved in the communications.

## Question 5: The basics of communications

What is ‘glocalisation’? And what kind of skills does it demand IT professionals to acquire?

## Question 6: The basics of communications

Assume that you are looking for a casual position in the IT field, and your tutor suggested writing to his/her friend, Mr Bob Washingmachine, who works as a HR manager at Monash IT Consulting, an IT company. Write an e-mail message to him in the space provided below as appropriate.

# Things to do this week...

1. Make sure you shared your eFolio and the submission item arising from the Week 2 tutorial.
2. Read the Moodle Book for Week 3 before the tutorial next week.



FIT1049 IT professional practice S1 2019

[◀ Week 2 \(11 Mar - 17 Mar\)](#) [Week 3 \(18 Mar - 24 Mar\)](#) [Week 4 \(25 Mar - 31 Mar\) ▶](#)

**Information gathering, analysis and processing**

After completing the unit's activities in Week 3, you will:

- understand what 'research' entails in IT professional contexts;
- understand and apply a systematic, analytical and critical approach to information in order to improve the effectiveness and efficiency of information gathering, as well as the quality of the analysis and processing that follow;
- understand how poorly conducted information gathering, analysis and processing could compromise the integrity of your professional practice and outcomes; and
- understand and apply appropriate citations and referencing in order to acknowledge the sources, hence maintaining both the professional and academic integrity.

**Pre-class activity: Something to read**

Please read the following Moodle Book prior to your tutorial attendance on Monday or Wednesday. It would take approximately 15 minutes to read; this however does not include time to read all the materials and sources linked out from the Book, which are provided only for your interest in case you would like to learn more on specific topics.

[Week 3 reading](#)

**Tutorial: Something to do**

Please find below the tutorial sheet for this week, in which you will find an overview, learning outcomes as well as instructions for the activities to be conducted during the tutorial. While your tutors will go through these, it would be useful if you have a look at this document prior to attending the tutorial.

[Week 3 tutorial sheet](#)

36.7KB Word 2007 document

**Lecture: Something to think about**

Based on the reading material and the tutorial activities, this week's lecture will interrogate further:

- The concept of the 'Intelligence Cycle', and how it can be applied to the process of research in IT professional practice;
- How information can be targeted, gathered and classified accordingly to the pre-determined purpose of research;
- How information gathered, analysed and processed becomes both deliberately and accidentally transformed into intelligence; and
- How to respond and counter the prevalence of fake news and similarly unverified yet easily accessible and seemingly legitimate information in the post-Internet societies.