**Western Governors University**

**C768 Technical Communication Task 2**

**Main Scenario for All 3 Tasks:**

You have recently been hired to work in your current field of study. Your new manager has informed you that the organization values innovation and asks that new employees write a white paper on an emerging technology, practice, or process in the field they studied in college. She has told you that after you write the white paper and post it on the company’s internal SharePoint site, you will also be creating several additional reports for different audiences: an executive summary, a press release, a FAQ, and a multimedia presentation that you will deliver to colleagues in your department. You will also need to write an email inviting your colleagues to your multimedia presentation.

**COMPLETE TASK 1 BEFORE BEGINNING TASK 2**

A. Write an executive summary that covers all the main arguments in your white paper. The executive summary should comply with the requirements listed in the learning resource for executive summaries and should be about one page long.

1. Explain how the audience for your executive summary affects the tone and diction of your writing.

2. Explain how the audience for your executive summary affects your use of industry jargon and technical information.

3. Explain how concerns about message timing, message sensitivity, and message classification may affect your message audience and document distribution plan.

B. Write a press release based on your white paper. The press release should be about one page long and comply with the requirements listed in the learning resource for press releases.

1. Explain how the audience for your press release affects the tone and diction of your writing.

2. Explain how the audience for your press release affects your use of industry jargon and technical information.

3. Explain how concerns about message timing, message sensitivity, and message classification may affect your message audience and document distribution plan.

C. Write a frequently asked questions (FAQ) document based on your white paper. The FAQ should comply with the requirements listed in the learning resource for FAQs and should cover 3-5 likely questions.

1. Explain how the audience for your FAQ affects the tone and diction of your writing.

2. Explain how the audience for your FAQ affects your use of industry jargon and technical information.

3. Explain how concerns about message timing, message sensitivity, and message classification may affect your message audience and document distribution plan.

D. Acknowledge sources, using in-text citations and references or in-line attribution, for content that is copied, quoted, paraphrased, or summarized.

E. Demonstrate professional communication in the content and presentation of your submission.

**C768, Task 2**

**Author’s Full name, Including Middle Initial**

**Western Governors University**

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# **Executive Summary**

In the current world, technology has improved with modern cloud-first solutions. Most companies have embraced the technology to get to market faster, scale without complications, and offload expensive critical infrastructure. The paper has demonstrated the products provided by Amazon Web Services, such as AWS Lambda. It has explained the serverless computing architecture and the serverless application model with its benefits in empowering modern organizations with cloud-first approaches. A discussion in creating a new API is well articulated with less dependency on infrastructure to attain on-demand scalability that serves our organization. When building our public API, the focus is to make it quickly and scale it on demand. Using a combination of API Gateway and AWS Lambda creates small parts of the API while focusing on quality. The paper shows how the API Gateway allows a Lambda to process and respond to the HTTP request. It explains the Serverless Application Model, SAM, and the accompanying command-line interface tool that provides a simple syntax for event triggers and provisioned resources.

## A1. Executive Summary Tone

The tone I selected here is for stakeholder that need to understand the technology at a high level, while also expressing the importance of the technology stank and how it relates to our business. The tone is mildly technical but formal and professional.

## A2. Executive Summary Jargon

As executives of a technology company, I tried to use diction that could be easily understood by professionals that have worked in a tech field before.

## A3. Executive Summary Message Timing

**Classification:** Internal use for team members and executives.

**Sensitivity:**  This is a high level message with no proprietary information that would raise any issues if an outsider read the proposal.

**Timing:** There is no direct timeline on this message as it is meant as information to be decided on at a later date. Any response to this message could also be processed and reviewed at any time. Our company is already distributed, and working remotely, so any action items would easily be scoped when reader had time.

# Press Release

See attached file.

## B1. Press Release Tone

As this is a press release, I assumed that the targets would be mainstream media outlets across the United States and Canada, as that is where our company operates. The tone was a little less formal than an executive summary, and more targeted for journalists to review and potentially investigate more information for a bigger story. It also had to remain accessible to the casual reader if this press release was placed in a publication and read by everyday people.

## B2. Press Release Jargon

I limited jargon in this press release to broaden the reach and readability of this press release. I also believe that the terms used in the text would be easily digestible for the casual reader, but a more technical reader would understand the whitepaper.

## B3. Press Release Message Timing

**Classification:** Publicly available

**Sensitivity:**  This message is not sensitivity. Publicly accessible.

**Timing:** I would suggest that the Press release be release on a Tuesday or a Thursday. Any weekend press release would be buried on a Monday release, and on a Wednesday or Friday release readers might be focused on other topics.

# FAQ

Question: What is Serverless?

Answer: Serverless computing is a method of providing backend services on an as-used basis. A serverless provider allows users to write and deploy code without the hassle of worrying about the underlying infrastructure (Cloudflare).

## C1: FAQ Tone and Diction.

<Add your content here. Discuss things like word choice/jargon, tone, register (level of writing formality) and purpose.>

## C2: FAQ and Jargon.

<Add your content here. Read about ‘jargon’ in **Lessons 1, 4, 5**.>

## C3: FAQ Message Timing.

<Add your content here. See **Lesson 3**. Include discussions of message timing, sensitivity, and classification>

# Sources

# References

Cloudflare. (n.d.). *What is Serverless*. https://www.cloudflare.com. Retrieved October 24, 2021, from https://www.cloudflare.com/learning/serverless/what-is-serverless/

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**E. Professional Communication**

**What to do:** Your submission must be created with proper professional clarity, organization, and mechanics. This isn’t just grammar but the overall quality of what you’re presenting. Are paragraphs well-formed and contain industry-based information? Does the material flow in a logical pattern and are the headings easy to locate?

Note: Use a grammar checking software (Like the free version of Grammarly) to locate errors you might have in your submission.

Note: Your submission must be your original work. No more than a combined total of 30% of the submission and no more than a 10% match to any one individual source can be directly quoted or closely paraphrased from sources, even if cited correctly. Use the Turnitin Originality Report available in Taskstream as a guide for this measure of originality.

[Grammarly](https://www.grammarly.com/?q=brand&utm_source=google&utm_medium=cpc&utm_campaign=brand_f1&utm_content=76996511046&utm_term=grammarly&matchtype=e&placement=&network=g&gclid=Cj0KCQjw9JzoBRDjARIsAGcdIDVIuFe9c33tSvQwsR0qYHNXVp_gHBNu1rNNdSIiQZyvZyTJRkyrwKkaAgMBEALw_wcB) is recommended for checking articulation.

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