**Western Governors University**

**C768 Technical Communication Task 1**

**Main Scenario for All 3 Tasks:**

You have recently been hired and your new manager informs you the organization (e.g., business, company, educational institution, etc..) values innovation. You’re asked to write the following:

1. Task 1 -- A **white paper** on an emerging technology, practice or process (a.k.a. topic) relating to your WGU IT degree. The white paper is intended for your supervisor.
2. Task 2 -- Related documents for the following audiences: **an executive summary** for the organizations’ leadership**, a press release and an FAQ** for company-wide distribution.
3. Task 3 -- An **email** inviting your department colleagues with similar technical knowledge to a presentation on your topic. As a follow up, you also record a **multimedia presentation** on the topic.

**Task 1** -- The following identifies what you must complete for Task 1. You’ll create one document with the following sections:

1. Organization Description
2. Related Source Research
3. White Paper
4. Explanation of Diction

E. Sources

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

**Note: Task 1 must pass evaluation before submitting Task 2.**

READ THIS:

The following pages describe, in more detail, what type of content you should include in your submission. Please be sure to follow the recommendations closely as they will help you be more successful with your submission.

There is a corresponding exemplar/template document for Task 1. Use that document to help you with your formatting of the submission and how to approach the requirements for the task. Contact your course instructor if you do not have this document.

**Things to Consider**

**What format to use**

**There is not a required format for these tasks, but APA formatting is recommended. It’s quite simple: 1” margins, double spaced, indent first line of each paragraph, center main headings, left-justify subheadings, page numbering top right and a 12-pt. font (Times New Roman is typically used.). So, if in doubt, use this format throughout.**

**Choosing a topic**

**Think of something you have experience with or an interest in that’s IT related. It could be software, hardware, or a process/concept that’s unique but not necessarily “emerging.” Choose something you’re interested in and would enjoy writing about.**

**Table of Contents**

**Create a professional looking Table of Contents that includes your main and subheadings and the related page numbers. Use the automatic TOC generating function of Word or other word processing packages to make the process easier.**

**Why these headings?**

**Use the headings in the exemplar/template. They parallel the rubric that the evaluator will use. This will make it easier for the evaluator to recognize how you’ve addressed the requirement.**

**Grammarly**

**The evaluators use Grammarly to do a grammar check on submissions. If you use the free version you can catch issues that might otherwise cause a submission not to pass.**

## **Organization Description**

**This section is for a general audience. Your organization may be fictional.**

**Start this section with a brief sentence or two about what content this section includes. This introduces the reader to the section and subsequent content.**

## A1. Products or Services Produced

Answer the question, “What does your organization do?” Consider items like:

* Official name
* Tangible goods or services
* Target market
* Competitive advantage
* Life cycle of product of service

## A2. Organization Size and Number of Locations

For this subsection consider things like:

* Organizational structure
* Number of employees
* Date started
* Primary facility size and location
* Remote sites and locations
* Infrastructure needs such as VPN between sites

## A3. Organization’s Industry

What position does your company occupy in the industry? Consider the following:

* Market niche
* History of organization
* Mission of organization
* Competition
* Life expectancy within the industry
* Delivery structure such as hours of operation

# B. Related Source Research

## Start this section with a brief sentence or two about what content this section includes. This introduces the reader to the section and subsequent content.

## B1. Summary and B2. Importance

Do this – 1. Find three (3) sources that relate to or support your topic. Almost any publicly accessible source will work. 2.Then write a paragraph for each source that discusses the key points of the source and the source’s relevancy to your topic. Use proper paragraph organization for your summaries. See the information below. Using quotes helps to add credibility to the content. 4. Include a brief title for each source paragraph. 5. Add a citation for each source. (APA format is recommended.)

Remember – Each summary should be a complete descriptive paragraph. A good paragraph leads with a sentence that introduces the topic for the paragraph. Other elements to look for include:

**Unity:** You don’t stray from the topic of your first sentence.

**Order:** The first sentence is the most important. Each one after that loses significance. Make your most important points right up front.

**Coherence:** The content should build on itself. One sentence leads to the next, so the flow is logical and easy to understand.

**Completeness:** You know the points important to your topic so be sure to include those in the content. Often a writer assumes the reader can fill the gaps. Be thorough and concise. Write what you mean, not what you’re thinking.

# C. White Paper

Do this -- Write a white paper that demonstrates your expertise about your topic. It should inform and persuade your supervisor that a chosen topic is valuable and beneficial for the organization. It should be both an unbiased marketing and technical document. Your white paper should be more than 2 pages.

Before you begin writing, consider your audience. You’re writing this from the perspective of a new employee informing your supervisor about a topic you feel is important and worth promoting. What is the best writing style and jargon to both impress and persuade that individual? How does your audience’s background affect the way you’ll create the document?

Be sure to include the following elements in your white paper:

**Cover page:** Include a cover page with your title. See the exemplar/template. No cover page – no pass

**Introduction:** This part should engage the reader with a well-articulated description of your topic, the setting that surrounds it and related issues that’ll make it worth further investigation.

**Main body:** Lead off with a clear description of your topic. Then include three or more additional paragraphs of similar compelling verification that this is the best approach for the organization. You may include your sources from Section B here as you elaborate on the importance of your topic in the context of benefitting the organization. Use your research to establish credibility for statements you make being sure to include in-text citations.

**Conclusion:** You’ve given the reader a lot to consider up to this point. Now remind him/her about the key points you’ve made. A good conclusion leaves the reader with a clear, logical picture of the overall content and provides closure to the white paper.

Tip: You may use graphics if it helps to emphasize or clarify a point you’re trying to make.

# Explanation of Diction

Do this – Write a paragraph that describe the style of writing you chose for your white paper. This should reflect how you tailored it to the audience, your new supervisor. Discuss things like word choice/jargon, tone, register (level of writing formality) and purpose. Consider the following:

* Who was your audience? What special attributes does a supervisor have that you wanted to address in your white paper. Things like background/education, personal attitudes and role in the organization would be a good start.
* How formal or casual did you make the document? Simple things like contractions (e.g., you’re instead of you are.) set the “tone” of a document.
* Did you make assumptions about what your supervisor already knew? For example, if you were writing about a next generation firewall, did you explain the notion of IP addressing or believe your supervisor already new about it?

# Sources

Full citations for all your sources should appear here. You’ll also want to ensure you have in-text citations that match up with the full citations included here.

Tip: Great APA site: <https://owl.english.purdue.edu/owl/resource/560/01/>

**F. 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.