



Assignment 4: Preflight Safety Demonstration Written Report

Introduction

Airlines carry a considerable amount of responsibility to ensure passengers react quickly, safely, and appropriately to any situation that could affect their wellbeing. They must provide clear instructions on safety procedures and aircraft equipment prior to every departure.

Before passenger entertainment systems were installed on commercial aircraft, safety demonstrations were performed 'live' in tandem, by Flight Attendants in the aisle. They were (and in some cases, still are) instructional, familiar, consistent, and occasionally drab.

Today, airlines recognize that passengers are much more likely to recall safety instructions and potentially life-saving information when they are presented in an engaging manner. As a result, airlines have become both innovative and creative; using technology, humour and charm to gain the attention of the travelling public.

Learning Outcomes

Upon successful completion of Assignment 4, you will understand the rationale behind performing the preflight safety demonstration. You will also have a greater appreciation for why airlines are using unique and imaginative ways to impress upon passengers the importance of aircraft safety.

Methodology

For this assignment, you are required to watch the following preflight safety demonstrations:

- **American** <https://www.youtube.com/watch?v=LXb28mVZiJo>
- **Delta** <https://www.youtube.com/watch?v=IFG-XIIVS7w>
- **Qantas** <https://www.youtube.com/watch?v=rLq8if1nkTM>
- **TUI** <https://www.youtube.com/watch?v=eEPTgPW8gCY>
- **Virgin Atlantic** https://www.youtube.com/watch?v=8XNxZh9_YNO

You must then answer the following three questions:

1. Which video captures your attention the most? Why?
2. Thinking of the manner and tone of each video, who would you suspect the airline is catering to? (business professionals, vacationers, young adults, etc.). Support your response with examples.
3. Do each of the videos provide similar safety information? (If not, please describe any differences.) In your opinion, which of the videos is more effective at providing passengers with the information they need to know to manage an emergency? Explain why you believe this.

Evaluation

This assignment is worth 15% of your total mark.

It will be graded on how well you answer the four questions above. In-depth and thoughtful responses are expected. Ask yourself if you have **really considered each question and answered it thoroughly** before submitting your report as complete. Please remember, all answers must be in YOUR OWN WORDS.

The assignment must be word processed. The style is to be proper Business Report with full paragraphs. Any information obtained from an airline website or other, must be properly documented using MLA style. (Seneca Libraries. *Guide to Research & Citation: MLA Style*. 4th Ed. Toronto: Seneca College, 2011.)

The report must be at least **400 words** in length, but we are looking for papers that go beyond that minimum requirement. *You may copy and paste the three questions (above) into your report, but they are to be excluded from the final word count.*

All of the above, including grammar, punctuation and flow will be taken into account in the evaluation of your assignment.

Due Date

Please note that this assignment is due on or before **Friday July 9, 2021**. You must upload your assignment to Blackboard by midnight.