



Professional Communication

In this document, a Professional Communication Evaluator has identified representative examples of consistent, patterned writing errors.

Not all errors are marked.

To demonstrate competency in Professional Communication, please correct the representative examples and revise your work to amend unmarked errors similar to the identified examples.

In resubmissions, a Professional Communication Evaluator may note different examples of remaining issues. If more than one document was submitted, those documents might require similar revisions.

The documents were combined to facilitate the Professional Communication review.

Implementation of Technology Solution

Jennifer Mott

TECHNICAL COMMUNICATION — C768

Implementation of Technology Solution**Memorandum****To:** Seamus Keating**From:** Jennifer Mott**Date:** 27 April 2021**Re:** Printing of Periodicals

The Seamus Company (SC) is committed to helping learners gather knowledge on English, especially grammar. The company has been producing books and magazines as the primary learning material. SC can extend its coverage by using periodicals in promoting the

achievement of its goals. The IT team has been focusing on making the project successful, and the plan is to produce both digital journals accessible to the customers online and hard copies. The company had tried to create periodicals every week, but the project failed due to a lack of competent IT experts to manage the operations. In addition, the project had been rushed, and all the basics for its success have not been established. The IT team has been involved in conducting a comprehensive study needs for the project to succeed.

The SC should hire more competent English teachers for compiling learning materials. The IT experts will be committed to print the information earlier, and then it should be reviewed by the experts before it is released for the consumers. Besides, the organizational leaders need to commit to service delivery. By motivating the workers, the CEO will play a significant role in ensuring that the periodicals produced bear the correct information (Siedlecki, 2017). Advancements in publishing the journals will make the new products for SC gain significance and promote profits. The marketing of the new product for SC will be much dominant on online platforms than producing the soft copies. To improve the company sales, there is a need to focus on selling the products in markets with many consumers. Since many people in the world have access to smartphones, they will be accessing the periodicals from SC websites.

All the top leaders of SC need to focus on better ways of improving the company performance and dominance in producing new and quality learning and entertainment materials. The best way to achieve the intended changes in the company is by promoting the creativity and innovativeness of the company workers.

Thank you.

Jennifer Mott, IT Specialist

Commented [AE51]:
● Conventions: Missing punctuation
→Conventions errors recur.

WGU's Guide to Academic Writing
Link: [Module 7.10: Apostrophes](#)

The Writing Process

Addressing different audiences may include changing the vocabulary and the main points of focus. In the first place, one has to remember the kind of audience they are addressing and remain focused on using language that matches their interests. There is a need for the speaker to consider what is on the minds of the audiences and then think of what the audiences should know. The last step is deciding on the best ways of communicating the information to them effectively. While I was addressing my audiences, I focused on their superiority in the SC company, which helped me remain relevant and offer data that match their levels. For example, in explaining the new project to the CFO, the main focus will be on the cost of implementing the project. In contrast, sharing information on the functional team will be focusing on informing them on what they are expected to do for project implementation to be successful. The writing process involved adjusting the manner of passing the information to the audiences and the main point of focus depending on the role the members of the target audience have to take in the project.

Analysis of Audience Attributes

The audience has different attributes that a speaker should address for effective information delivery. In most cases, the audience attributes can be classified based on demographic characteristics (Lavalle & Casale, 2020). In this case, factors like gender, age and educational background matter greatly in determining one's attributes. The two SC audiences have diverse traits that can be clearly shown by analyzing them from the following perspectives.

Subject Knowledge

Subject knowledge is the actual knowledge the audience has on the project. People at different levels of the organization have a diverse knowledge of the periodical implementation project (Lavelle & Casale, 2020). The C.E.O. seemed well knowledgeable on initiating changes and bringing a new product to the market. The cross-functional team members also knew making on the project. The IT team seemed much concerned about developing the latest systems for quality work, and their knowledge would help initiate the success of the project.

Position in the Organization

The organization's position affects one knowledge of the project and the needed changes in the audience attributes. Most senior officials in the organization know the need for changes (Sagiv et al., 2019). In the converse, the subordinate staff seem qualified in the implementation of projects. The analysis of one's position in the organization helped determine the language to be used and the general organization of the information.

Personal Attitudes

Companies have people with the diverse trait, and these traits determine how they respond to instructions. Besides, personal attitudes affect ones thinking and how one would initiate changes (Sagiv et al., 2019). The employees with positive attitudes are easy to advise and inform them on the necessities of initiating changes. If influential people in the organization have positive attitudes, it will be easy to begin the project changes for service delivery. People with negative attitudes need organized advice on improving their performances and perceiving their need for changes.

Reading Style

Commented [AE52]:
 ● **Sentence Fluency: Unclear phrasing**
 →Sentence fluency concerns recur.

WGU's Guide to Academic Writing
 Link: [Module 5.01: Writing Sentences](#)

Every person has a different reading style; the main ones include skimming, focusing on getting the main points. When the target audience for an **artefact** is a skimmer, there is a need to change the writing and bolden the words for main points. Other people in the company might be specialists in scanning (Cuenca-Amigo & Makua, 2017). In this case, one reads rapidly through a text and finds the specific information being presented. In preparing the report for scanners, the organization has to favour their rapid reading and thus brief and straight to the point. Lastly, there are extensive readers of texts, and their direct approach to reading involves concentrating on long tests. If the audience has majority workers as comprehensive readers, then reading materials must be inclusive of favouring their understanding.

Types of Readers

Primary readers are easy to address, and they get first-hand information on the subject matter. While addressing an immediate audience, the information on the intended change project can be passed effectively (Cuenca-Amigo & Makua, 2017). For the secondary audience, the messages are passed indirectly. The best way of giving information to secondary and tertiary audiences is through written copies. In passing the news, it could be better it is done through the written form to avoid passing the wrong information. Understanding the type of readers enables one to know the best ways of educating them and giving the information correctly.

Commented [AE53]:

● **Conventions: Misspelled word**
→Conventions errors recur.

WGU's Guide to Academic Writing
Link: [Module 7.13: Spelling](#)

References

- Cuenca-Amigo, M., & Makua, A. (2017). Audience development: a cross-national comparison. *Academia Revista Latinoamericana de Administración*.
- Lavalle, A., & Casale, O. (2020). Project managers are the best candidates to manage innovation. *International Journal of Advanced Corporate Learning*, 13(1), 48.
- Sagiv, L., Roccas, S., Ciecuch, J., & Schwartz, S. H. (2017). Personal values in human life. *Nature Human Behaviour*, 1(9), 630-639.
- Siedlecki, S. L. (2017). How to create a poster that attracts an audience. *AJN The American Journal of Nursing*, 117(3), 48-54.

Seamus Company Fact Sheet



The company has been experiencing a significant challenge in publishing regular periodicals.

The need to continually provide informative learning material to the target population has necessitated the production of periodicals.

The implementation of the project will be based on clearly established research.



The primary method of selling the periodicals will be through digital marketing in the SC website and digital applications.

Hard copies will be produced but in minimal numbers following the digital transformation that has happened globally.

Description of the Product

The products the company will be produced weekly.

The periodicals will be published in English since most of the people in the target market use English as their language of communication.

The periodical will be passed through multiple professionals.

The periodicals will be having a section for commerce and help interested companies and organizations to advertise their products and services.

Rationale for Implimentation

Commented [AE54]:

● Parts of Speech: Noun form error (singular used in place of plural)
→Parts of speech errors recur.

WGU's Guide to Academic Writing

Link: [Module 6.02: Nouns and Pronouns](#)



The main reason for implementing the project is to help the learners gather more knowledge on English and grammar.

The SC company will as well improve its sales.

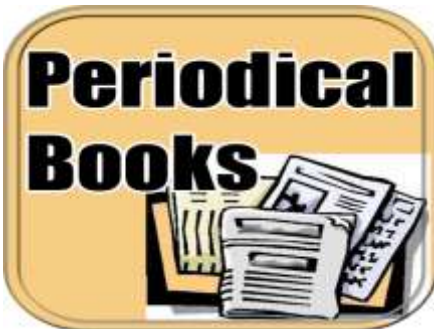
The SC will get a platform for products and services promotion for both the company and other interested advertisers.

The periodical will be primarily sold in the digital system, and this shows that the SC has advanced in its operations to modernity.

Implementation Phases

The initial phase of implementing the project is by conducting adequate market research.

The publication will then be done with a practical examination of the IT experts and qualified editors.



The periodicals will be released on a weekly basis, and then the functions team will be trained on the best ways of adapting the new method.

The IT experts will be featuring adverts in the periodical of applicable.



The periodicals will then be reviewed and errors corrected before it is supplied to the target population.

The digital periodical will have a session for consumer reviews observed and corrected by the IT experts.

The periodical will be subject to adjustments in case of changes in the demand market.