**Professional Writing**

**Chapter One Activities**

1. Analyse a media text (for example, an advertisement, a magazine feature article, etc) in terms of its target audience.

2. Interpret these briefs using the scene-content-treatment model outlined in this chapter. Plan your course of action and decide what kind of information you would need to gather to write each report.

A. You are a travel industry expert.

A major airline, LibAir, has commissioned you to assess its competitive position in the travel industry. The airline executives want you to investigate recent developments in aircraft construction, security measures and client services, and to evaluate their airline’s advantages and disadvantages in relation to those of competitors. Write a report that identifies pertinent issues and recommends a practical course of action for the airline to follow in order to remain competitive in the current travel market.

B. You are a security expert.

The Privacy Commissioner has asked you to investigate and write a report on contemporary issues concerning privacy. With developments in surveillance technology, the spread of Internet published information, and digitally stored personal information, there is serious concern that individual rights to privacy are being eroded. The increasing presence of computer hackers and state owned satellite systems mean that individual privacy is being attacked from both private and public sectors. The Commissioner wants you to investigate the extent to which this fear is justified, to evaluate possible consequences and to suggest possible solutions. Write a report that identifies and analyses pertinent issues and puts forward a clear set of recommendations for action.

C. You are the Human Resources Manager at Law Limited, a leading national law firm.

Law Limited has been having difficulties retaining its junior and intermediate level lawyers. This is an industry wide problem with law firms generally losing more than half of their junior lawyers before they reach an intermediate level (3-4 years’ experience). The Chief Executive of Law Limited has asked you to prepare a report investigating the problem both within the company and inter-company. Write a report that identifies pertinent issues while taking into account the interests of the company as well as the views of the junior lawyers. Outline a couple of alternative solutions, evaluate them and propose the best solution justifying your recommendation.