Student Name:______________________________

USI:________ __________________

Student Number:___________________________________________
In the competitive world of global markets industries need to be aware of the new technology entering the market that may impact on their stability and growth.

**Herald News**

New strides in the development of the tiny computer chip have begun to revolutionise plant machinery design around the world.

Now businesses can replace the old machinery with smaller smarter machinery that takes up less room and uses less workers!

**The City Crier**

“Chips” take over! is the new shout around industry as manufacturers leap at the prospect of purchasing smaller machinery and retraining staff to deal with the new technology. Smaller machines mean smaller space needed in factories and experienced staff can be re-trained for other work so the business gains a win-win situation.

Use this format and remember who your **Target Audience** is!

- Title
- Opening Statement that encapsulates the Issue (remember you can be Positive or Negative!)
- Benefits or Costs to the Employees – short term
- Benefits or Costs to the Employees – long term
- Closing Statement

**Use language that is appropriate to your message!!!!**

*Write a report on the ‘new chip’ technology that will be circulated to all the Production Managers in Australia explaining to them the impact this will have on their business development.*
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| Writing | a. Communicates relationships between ideas and information in a style appropriate to audience and purpose  

b. Selects vocabulary, grammatical structures and conventions appropriate to the text  

c. Communicates complex relationships between ideas and information, matching style of writing to purpose and audience  

d. Displays knowledge of structure and layout employing broad vocabulary, grammatical structure and conventions appropriate to text | Writes a factual text |                                                |
|       |                                                                 | Writes a report on the impact of a particular procedure or technology for a specific audience | |

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