

Written Communication and Changing Conditions



NAME _____

DATE _____

PERIOD _____

Page 1 - Revise a Fictional Little Library Message

Default: Complete FYF pp. 147-148. This companion adds revision and changing-condition evidence; locked Canvas images support absence.

Fictional status: many adult mystery books, few children's books, and room for about 20 donations. Ask safely for gently used children's books; do not promise that every item will be accepted.

SEE ONE COMMUNICATION CHAIN

PURPOSE	AUDIENCE	IMPORTANT DETAIL	SAFE ACTION
increase children's-book choices	nearby families	room for about 20 donations	use the fictional classroom drop-off route

CHECK AND REVISE

One useful detail in my FYF message:

One clarity, privacy, or access issue I found:

Revised message: Include status + truthful action. No real names, locations, handles, photos, hashtags needed for meaning, or contact information.

Word bank: purpose/propósito · audience/audiencia · detail/detalle · revise/revisar · accessible/accesible

Use this frame: I changed [word/detail/format] so [audience] can [understand or act] without [risk or confusion].

Page 2 - Compare Two Changing Conditions

CURRENT CAREER EVIDENCE

Market Research Analysts and Marketing Specialists: May 2024 U.S. median **\$76,950**; bachelor's degree typical; **7%** projected growth, 2024-34; about **87,200** annual openings. Not DFW starting pay, live vacancies, a shortage, or a guarantee.

One conclusion the evidence supports:

CONDITION A - ECONOMIC PRESSURE

A fictional entertainment company cuts its campaign budget by 20% after customers reduce optional spending. It still needs to keep customers and measure which messages produce sales.

Likely work or hiring effect + why:

CONDITION B - SOCIETAL AND TECHNOLOGY CHANGE

Customers increasingly expect accessible mobile content, clear privacy choices, and trustworthy evidence. Automated content tools are available, but people must still check audience fit, accuracy, bias, copyright, and results.

Likely skill or career-choice effect + why:

COMPARE AND PREPARE

How the conditions affect marketing work differently:

Preparation recommendation: Name one marketing career/work product and one skill or learning step connected to a condition.

Word bank: budget/presupuesto · demand/demanda · channel/canal · privacy/privacidad · adapt/adaptarse

Use this frame: Economic pressure may change **[work/hiring]** because **[evidence]**. The societal or technology change instead requires **[skill/action]** because **[reason]**.