

Work 300, Work Ready Placement

Semester 1, 2***

Mary Citizen

Assessment Task 1: Interim Report

Due Date: May 6 2005

Word Length: 1500 words

Weighting: 40%

The interim report should be organised (through the use of headings or subheadings) around the following components.

- Discussion of the structure of the organisation and specifically the place of the 'Food and Wine Project' within it (who works where, who does what, how, etc)
- A discussion of your role within the organisation and project, comparing it with the role of other employees.
- Initial consideration of the role of the newsletter in the Food and Wine Project of the organisation.
- Initial workplace observations on processes of communication in the regional development context, especially relating to the ways in which news, information and other materials are selected or excluded, and any processes for evaluating the success of the newsletter.
- Reflection on at least two stories written by you (importance, purpose, how much editing was required, mistakes made, if any)
- Does the newsletter have a target audience? How does this reflect upon your writing practices?
- Initial reflections on any changes to writing skills resulting from the placement.
- Provisional statement of how skills gained or enhanced relate to particular generic attributes.

Marking Criteria:

- Demonstrated familiarity with workplace practices and conventions.
- Evidence of capacity to identify issues of communication practice and theory implicit in the workplace.
- Clarity and coherence of presentation of materials for assessment, including expression, punctuation, grammar, spelling and referencing.
- Makes reference to the UNE Graduate Attributes.

Assessment Task 2: Final Report

Due Date: 13 June 2005

Word Length: 2500

Case Study: New England North West Regional Development Board – in particular the Food and Wine project.

Building on your work-ready experience as documented in your previous assessment item, and on wider reading and research, write an analysis of your role within the organisation in terms of professional communication. This should make reference to policy and commerce with regards to the newsletter.

Included in your report should be:

- An examination of the Food and Wine project's role and function in regional development, particularly as reflected in the production and circulation of its newsletter.
- The importance of research and writing for the newsletter
- The relevance of other 'writing variables' - including context, purpose, form, audience etc – for understanding the nature of the Food and Wine project especially the newsletter.
- Reflections upon your role as a writer for the Food and Wine newsletter and (with reference to the writing variables) on at least four articles that you have written (subject to any practical issues/problems encountered)
- A critical analysis of how your work in the project relates to or enhances your understanding/grasp of UNE Graduate attributes.
- Definition of and reflection on the knowledge, skills and competencies learnt.

Marking Criteria:

- Coherence of report structure and quality of analysis.
- Demonstrated evidence of reading and research relating to organisational communication.
- Evidence of capacity to integrate information/observations from work ready experience in the final report.
- Clarity and coherence of presentation of materials for assessment, including expression, punctuation, grammar, spelling and referencing.