

INTRODUCTION

What is Communication?

Communication is “a process by which information is exchanged between individuals through a common system of symbols, signs, or behavior.”¹

Personal Perspective About Business Communications

Before I decided to take this course, I thought that business communications meant writing documents in a more professional way. For instance, I would be writing business reports based on the statistics of budgets for implementing new products for production lines or letters to the higher-ups in a certain company regarding a series of complaints from one of my fellow employees. I thought that the flow of coursework would be more manageable throughout the semester, given my previous semesters were more stressful than my current one.

Since the course is drawing to a close, I remembered feeling that I wanted to tear my hair out at the beginning of the semester, given the material was being taught over zoom at that time. Luckily, as time went on, I realized that these skills were useful to make my voice on professional letters and documents sound more formal than usual, and as such I have started to transfer these writing strategies to some of my more recent

¹<https://www.merriam-webster.com/dictionary/communication>

emails. Based on how the emails looked overall, I can say with absolute certainty that this class was worth the investment.

From the material presented in this course, I can see why this writing class is different from typical English classes. For example, instead of discussing certain books or novels, this course was mainly about learning from one's writing mistakes. Along with that, this course was very hands on. The class being in person for the most part was definitely helpful for me since I was able to ask for help from Professor Levy regarding some of the content of the course when I put in the hard work from each lesson. Since I am a writer myself, the only way any writer can get better is to write, write, and write some more.

Game Design as a Career

Anyone who decides to pursue a bachelor's degree in game design has quite a few options for potential careers when he or she graduated from college. The options mainly range from team projects to working from home and making sure that the development and promotion of video games run smoothly.

Computer Programmer

One career option for someone with a game design degree is a computer programmer. Computer programmers write, modify, and test code that allows computer software and applications to function properly. In other words, they make sure that the program works great, and that any glitches in the software are taken care of in periodic updates. This full-time job on a daily basis typically consists of testing codes for any faulty lines and creating codes or scripts in software that simplifies development. Even

though employment for this position is declining, anyone in this position can make \$44.71 per hour, adding up to \$93,000 annually.²

Special Effects Artists and Animators

A second career choice for college graduates with game design degrees would be special effects artists and animators. This part of a game development team focuses on creating images that appear to move, as well as visual effects for various forms of media and entertainment. To put it simply, these people are responsible for making the designs of the player character, enemy and boss characters, and non-playable characters look more realistic. Most of those in this position work in offices, while the rest work from home. With the employment of people in this position on the rise, special effects artists and animators earn \$37.88 per hour, adding up to \$78,790 on an annual scale.³

Graphic Designer

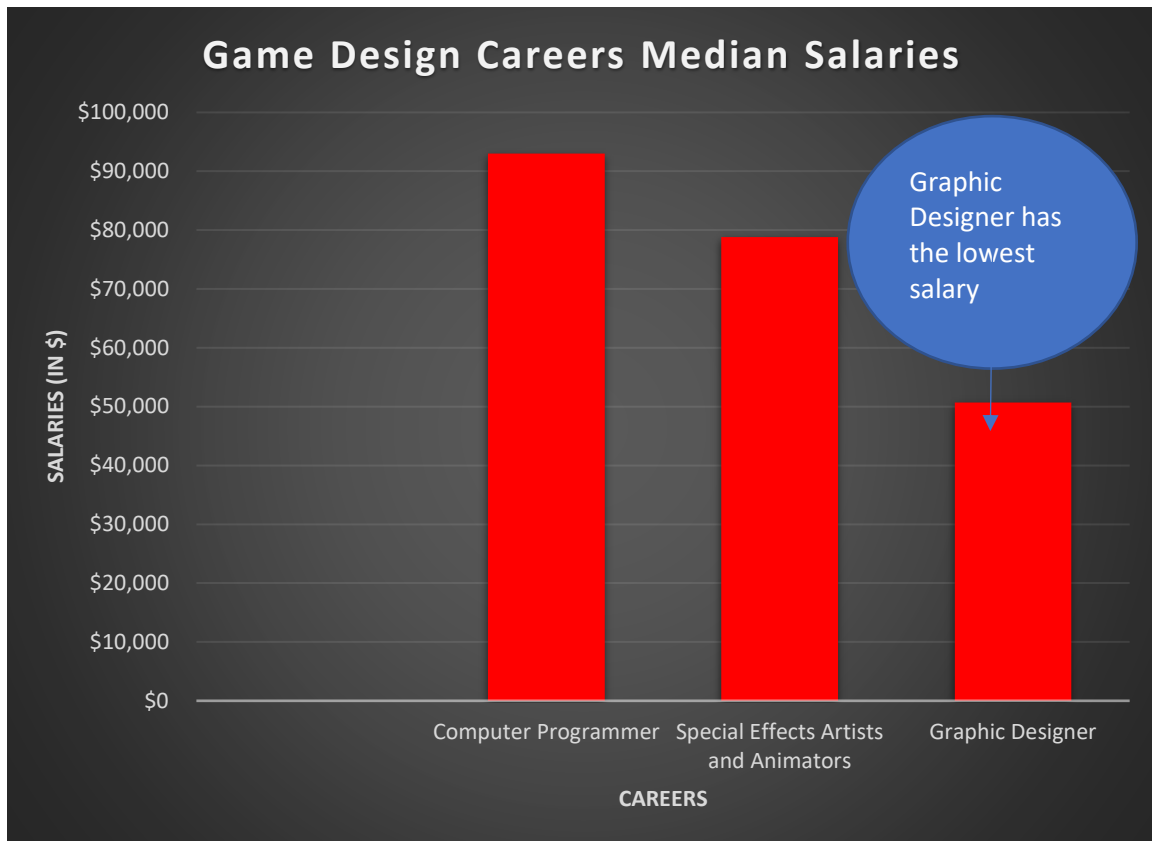
A third career opportunity for recent graduates with a game design degree is a graphic designer. These individuals focus on designing the visual concepts for games either by hand, or through computer software. In other words, they are the ones responsible for creating the framework for video game character designs, which are then passed to the special effects artists and animators, who make them more realistic and captivating for the target audience. Graphic designers are usually paid \$24.38 per hour, adding up to \$50,710 annually.⁴

The median salaries for these jobs are shown in the following graph:

²<https://www.bls.gov/ooh/computer-and-information-technology/computer-programmers.htm>

³<https://www.bls.gov/ooh/arts-and-design/multimedia-artists-and-animators.htm>

⁴<https://www.bls.gov/ooh/arts-and-design/graphic-designers.htm>



These three careers in the gaming industry help drive the future of this insanely diverse medium of entertainment. There's no denying this fact. Someday, I hope to be part of the next generation who drives this industry forward. This industry has been a huge part of my life, and I cannot wait to help it grow and evolve in turn.

WEBSITE ANALYSIS

Definition of a Website

A website can be defined as “a connected group of pages on the World Wide Web regarded as a single entity, usually maintained by one person or organization and devoted to a single topic or several closely related topics.”⁵

⁵<https://www.dictionary.com/browse/website>

Characteristics of Effective Websites

There are several characteristics that are common to effective websites. These include superior navigability, use of graphics, display of color, inclusion of current data, method of protecting user privacy, clear and concise language, organization, mobile ready, and has a simple and attractive design.⁶

When someone does research on a certain franchise over the internet, the top three things that comes to that person's mind are easy navigability, up-to-date information on said franchise, and exquisite design of the website. Once the visitor locates the desired product or service, it is important to make sure that the user's privacy is protected during the e-commerce process, which is the most significant factor to an effective website. The two websites that will be explored for this project are Mega Man Knowledge Base and Sonic News Network.

⁶<https://www.vandelaydesign.com/characteristics-of-a-good-website/>

Mega Man Knowledge Base

When looking at the Mega Man Knowledge Base Fandom website, the visitor is greeted by five dropdown menus at the top of the page: Explore, Game Info, Video Games, Animations, and Community. Luckily for anyone who is unable to find what he or she is looking for on any Fandom website, there is a help section, cementing the fact that everyone could be equally represented when interacting with the site's features. Whenever a visitor thinks of the 'Blue Bomber,' the color blue and a way to show robotics immediately comes to mind. In this case, the borders of the site are a dark blue with a repeated pattern of computer chip signal pathways all over, but the space for the pages themselves have a light blue background (both of which can be changed using the light/dark theme button on top of the page to the far right). The color blue evokes the emotion of safety and security.⁷ When the visitor of this site looks at an article detailing a character, level, or an episode of a TV show relating to this franchise, they find a table of contents for that specific article on the left-hand side of the page, before scrolling down to a summary of the article, followed by extensive details on that subject and related artwork and/or screenshots, depending on the article. In terms of user privacy, there is the option to opt-out of sharing personal information available to all U.S. residents, as well as the option to create a Fandom account, thereby making personal information password protected. At the bottom of the page, there is a 'Do Not Sell or Share My Private Information' page with a link to the Fandom Privacy Policy to further see where personal information goes and how its handled.

Sonic News Network

⁷ <https://99designs.com/blog/tips/how-color-impacts-emotions-and-behaviors/>

The second site I've decided to analyze is the Sonic News Network Fandom website. Similar to Mega Man Knowledge Base, the borders of the website's pages can be changed by pressing the light/dark theme button on the top to the far right, but in this case, the borders have a piece of official artwork from the most recent Sonic game (Sonic Frontiers) on the topmost border, and the rest of the border has a changeable shade of color, thanks to the aforementioned lighting feature (light blue for light theme, golden brown for dark theme). The color blue evokes safety and security, while brown evokes a down—to—earth feeling.⁸ There are also five drop-down menus for this website: Explore, Game Titles, Game Features, Media, and Community. Just like with looking at the first analyzed website, Sonic News Network's articles have a table of contents and spaces for official artwork and/or screenshots to make the information in said article relevant to the subject. In terms of user privacy, there is the option to opt-out of sharing personal information available to all U.S. residents, as well as the option to create a Fandom account, thereby making your personal information password protected. At the bottom of the page, there is a 'Do Not Sell or Share My Private Information' page with a link to the Fandom Privacy Policy to further see where personal information goes and how its handled.

Compare and Contrast

Both of these websites are mirror images of the other in many ways, most notably article structure, protecting private information, and the drop-down menus at the top of the page. Each site does have up-to-date information within its respective articles. The borders of the page are different since their respective sites are focused on different

⁸ *Idem.*

franchises. Sonic News Network has media coverage just like Mega Man Knowledge Base, since their respective franchises focused on expanding their reach through different mediums, such as animation and comic books. Each website also presents the same mode of protecting the user's private information from being used by malevolent players.

It is hard to find a preference for either of these databases since the deciding factor for a gamer like me is the amount of exposure to both of these franchises over time. For that reason, I would prefer Sonic News Network over Mega Man Knowledge Base. However, an inexperienced user might prefer Mega Man Knowledge Base because he or she might not be as exposed to Sonic the Hedgehog media as I am.

SOCIAL MEDIA POLICY ANALYSIS

Definition of a Social-Media Policy

A social media policy can be defined as “a corporate code of conduct that provides guidelines for employees who post content on the internet either as part of their job or as a private person.”⁹

Characteristics of Effective Social-Media Policies

The characteristics of effective social-media policies include “what employees are allowed to use in the workplace, making sure that the company's properly represented on social media, having procedures in place should there ever be those who would violate

⁹<https://www.techtarget.com/searchsecurity/definition/social-media-policy>

the policy in any way, ensuring that employees don't speak about the company unless authorized, and how employees should react to customers in the appropriate manner.”¹⁰

Sometimes when working for a certain company, one wonders if the employees of the company in question are abiding by that company's rules or not. How we each use social media is different, but when working for a company, there are rules that one must follow to the letter, or else the employer will fire any troublemakers who have the potential to ruin that company's reputation. Even the tiniest mistake in some companies' social media policies will result in disciplinary action. This project will be analyzing the social media policy of Coca-Cola and see how this company deals with those who do not play by the rules.

Coca-Cola Social-Media Policy

When examining Coca-Cola's digital media policy, it is clear that this company excels at making sure that the employers and employees avoid any platforms whose content even hints of hatred or discrimination. Only platforms that promote respect for the company may be used, protect the private information of those in the company, make sure that any violators of the policy be dealt with, and advertise the company appropriately. From this information, it can be seen that employers want to protect the image of not just the company, but the rights of the employees as well, although one could imagine that this would mean that employees will be watched like hawks do to their prey around the clock, and possibly cause them to violate the very policy they agreed to uphold. Weighing both of these options, it might be inferred that this

¹⁰ <https://www.powerdms.com/policy-learning-center/six-elements-of-a-good-social-media-policy#:~:text=Your%20company%20social%20media%20policy%20should%20prohibit%20employees%20from%20posting,unannounced%20business%20plans%20or%20acquisitions.>

company's social media policy works like a double-edged sword. My idea of an ideal social media policy is one where the policy's contents are beneficial to both the employer and employees. The rights of a private citizen are saying whatever that person wants about a certain topic, but when compared to the rights of an employee, that right is a bit restrained to protect the company's reputation. In this case, when writing social media relating to Coca-Cola, there are limitations in place to protect the company's image.

Recent Court Case Involving a Social Media Policy Violation

On August 16, 2022, an employee of UBS Realty claimed that he was unjustly fired under Connecticut's free speech law for a whistleblower complaint. One of these instances was the employee objecting to driving tractor trailers filled with hazardous waste on public highways using vehicles that presented safety concerns twice. While this claim was protected by the Connecticut Supreme Court, UBS Realty's employer policy was dismissed in favor of the fired employee. When looking at the information about this case, it is evident that the employer not only put the employee in a tough spot, but had he accepted the task, many bystanders would have been hurt in the process. Company employers are supposed to protect their employees and respect their wishes, but here I can see that this realty business did not care about that and was willing to cause potential collateral damage in the process. Employee's rights were indeed protected here, but the employer might as well have set their company up for ruin, based on the case's information.¹¹

ADVERTISING ANALYSIS

¹¹<https://law.justia.com/cases/federal/appellate-courts/ca2/20-4202/20-4202-2022-08-05.html>

Definition of Advertising

Advertising is “the action of calling something to the attention of the public especially by paid announcements.”¹²

Brief History of Advertising

The origins of “modern advertising came with the development of printing in the 15th and 16th centuries. In the 17th century weekly newspapers in London began to carry advertisements, and by the 18th century such advertising was flourishing.”¹³

Parade Magazine Phone Soap Advertisement

The advertisement I will be analyzing is the Phone Soap ad from Parade Magazine.

Media

In terms of which group of people this advertisement is mostly directed towards, it mainly leans towards women who are focused on the maintenance of electronics.¹⁴

Target Demographic

As previously stated, the target group for this print ad is the electronic-oriented group of men and women, even though some readers that aren't as tech-based as others may purchase the product for their friends or family members that are more versed in technology.

AIDA

¹²<https://www.merriam-webster.com/dictionary/advertising>

¹³ <https://www.britannica.com/topic/advertising>

¹⁴<https://echo-media.com/medias/details/2040/parade+magazine>

In terms of attention, this advertisement might have been personalized for the previously mentioned target group. Interest wise, there are some illustrations for the products that the phone soap can be used on, such as digital watches or mobile phones. For desire, there are a few sub-headings in the ad, one of which implies that the product has been tested to see how fast and effective the phone soap is. Lastly for action the smallest sub-heading is a discount for the phone soap by using a code in the ad.

Ethics

This advertisement does not make false promises due to the ad stating that the Phone Soap was tested to kill germs and viruses in ten minutes. The ad also does not harm people by enticing them to buy this product by giving the readers a 20% discount for using the code in the advertisement.

Economic Needs

The need in terms of economics is for the creator(s) of the phone soap to let people know what this product can do and that it provides safety at a fair price.

Psychological Needs

The psychological need for this advertisement is to show the appeal for this product.

Maslow's Hierarchy of Needs

There is the need of feeling safe and healthy when using the phone soap for cleaning electronics and other things.