

Module 1 Discussions

Name

Institution

Discussion 1

MADEWELL is an in-store shop that specializes in both men and women wear. The products sold here range from shoes, clothing, and accessories of all kinds. My shopping experience via Madewell has been superb. Its website (www.madewell.com) has been designed exclusively to ascertain clarity. The content and pictorial presentations of the site are well articulated in a manner that every online shopper or customer takes the shortest time to identify an item (s) they are interested in, or they would like to buy. The site's content is well written and well-structured to ascertain clarity, easy to understand, sharpness and intelligence. It is an excellent communication criterion that has been applied by Madewell to improve excellence and customer satisfaction.

The site is easy to access. It has been correctly developed, edited, and designed to enable users to have access to functionality and information easily. The information has been categorized into two; women and men. The men's category contains clothing for men only while the women's category includes clothes and accessories for women only. It makes it easy for any potential customer to search and access products for each gender. Besides, the site's content has been written in black while its background is white. Such a feature optimizes its readability and accessibility at large.

The site has been designed to ascertain professional appearance. There is little or no clutter on the homepage and it is easy to navigate. There is a visual hierarchy that accentuates the reader's consciousness. The menu is strategically placed at the top, and its subheadings have been structured by the degree of importance. The choice of content and visual display makes the site extremely professional in appearance.

Discussion 2: The Ethical Situation in The Workplace

Based on the scenario provided, there are several safety issues related to the product that will be released soon. There are two options inherent here; first; the company should ignore the safety concerns and release the product to the public for general consumption. This will probably propel its revenue as it will generate profits. Second, the release of the product should be delayed for a considerable period during which the safety concerns will be identified and addressed sufficiently. However, this option consequential since the company will lose an untold amount of money if the product is delayed. The explanation above points to the standards of ethics at the workplace. I would adhere to the code of ethics and demand that the product should be delayed until the safety issues are addressed. The two dominant ethical standards will guide my decision, namely morally based ethical standards, and legal ethical standards.

According to the moral-based ethical standards, it is a responsibility for an individual to recognize what is right/wrong or good/bad based on a given scenario. Based on this scenario; it would be morally wrong for the company to release the medical equipment provided that fact that it can cause adverse effects to the user due to the raised issues. On the other hand, the legal, ethical standards guide that an individual or a company is subject to the laid down the legal framework. It is, therefore, illegal to produce and distribute a product that is already unsafe for use or has safety concerns. Such a choice is consequently influenced by the policies, values, and practices in our country or region.

Memo

To: Jennifer Ravey, Director of the University Writing Centre

From:

Date:

Subject: Merits of Purdue Online Writing Lab

The primary purpose of this memo is to offer a comprehensive review of the merits of Purdue's Online Writing Lab as an additional resource for the Lamar Writing Center's curriculum.

The Online Writing Lab (OWL) is a rich source of reliable information regarding writing-style, grammar, and the whole process. In the absence of interactive instruction, this means that there is no provision of personal details, no fee and an individual not needed to join any group to gain access to the information. The information is free to everyone. It is easy to access an abundance of resources for free, which are also printable. Also, the site is enriched with PowerPoint presentations and written documents that are essential for learning. An example of such materials is the APA style guide. The Writing Lab per se has been designed specifically for campus students.

OWL is an essential place for students who would like to check and improve their writing skills at work. It provides guidance as well as prompting since the resources are written. Generally, the Purdue is a rich source for writing resources that range from quizzes (with answers), styling to grammar instructions. There are also links to essential information as provided by significant other private and public organizations. The department of education exerts zero controls and does not guarantee completeness, timeliness, accuracy or relevance of Purdue. However, the inclusion of these links makes the information more essential and authentic for use.

I, therefore, deduce that the OWL is essential for Lamar Writing Center's curriculum due to its exclusive benefits.