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ENG 21007

English Proposal Reflection

The final project for the Writing for Engineering course consisted of a group presentation and proposal of a current problem in the world today and coming up with a product or invention that can be engineered to implement the invention. In terms of genres, we focused on proposal writing. This consisted of a clear and concise problem, solution/implementation, and the presentation component to essentially sell/market our product. This written proposal addresses the improper waste management in New York City. As a result of this, streets are unkept with trash, an increase in rats roaming, safety hazards, and garbage pollution. Our purpose was to introduce a new solution to manage all this waste, creating smart garbage containers, catering to multiple residents within the same block or street. Additionally, we provided a detailed plan to implement the smart containers. I was responsible for being a group leader of sorts, with tasking my group members on what specific sections to work on, ensuring that the work is split up even and fairly. I assisted Derek and Jeremy with their assigned sections. Additionally, I worked on the introduction and summary sections, assisted with Derek's help and expertise.

For the target audiences, this would include the mayor, various New York City departments (DSNY, DEP, Public Administrators across the five boroughs, New York City Council), and waste management companies, to name a few. For the rhetorical context, our group's aim was to provide the audience with our proposed idea and how we are going to implement the container, which addresses the issues with the current state of NYC's waste

management. This proposal assignment guided me in “completing” the Course Learning Outcomes, by tweaking and changing up the wording of our presentation as this is a professional product and we would need to market this as such. With the relationship between the writer(s), audience, and medium, we kept in mind that our product is for the masses, so we needed to provide clear and concise information to back up our idea and to keep the audience, city officials, and waste management professionals, engaged and interested in our product.

The characteristic features for the genre were self-explanatory. As most of the audience is modern and focused on the latest and greatest products, we decided on ultimately having smart features to cater to those who fancy convenience, effectiveness, and hassle-free, which included a handy-dandy companion mobile application, an odor filtration system, and motion sensing lights. The budget and amount of time were also provided to further discuss the system’s implementation. The whole purpose of our proposal was to invent a product with engineering in mind. We thought of smart garbage containers to address to NYC, in the hopes of addressing NYC’s problematic waste management system. As mentioned previously, our audience consisted of NYC residents, city officials, and waste management officials/companies. This was factored into the proposal as we presented a modern and effective solution to their problem.

With this proposal assignment, this challenged me to think outside the box and come up with a specific idea that we could market to fix one of NYC’s many problems. I am now capable of working on the genre, proposed writing. Although this assignment was challenging due to the limited timeframe, we hope that our idea will come to fruition.