## Teacher Answer Key

### Case Study

1. Brand voice requires understanding a company's specific personality, customer relationships, and strategic goals — contextual knowledge that AI lacks without deep company-specific training. The reading confirms this: creative direction, brand judgment, and distinguishing what resonates with a specific audience from generic content are exactly the skills the reading identifies as most resistant to automation.

2. The metaphor suggests that the new junior office worker skill set is about directing, evaluating, and refining AI outputs rather than producing all the raw material manually. This requires understanding what good output looks like, how to prompt effectively to get it, and where AI is likely to go wrong — a set of judgment and management skills, not just technical writing ability.

### Multiple Choice

1. D

2. B

3. C

### Matching

1-C, 2-A, 3-E, 4-B, 5-D

### Fill-in-the-Blank

1) routine, 2) judgment, 3) strategic

### Short Answer (Sample Responses)

Q1: What changed is the production of raw materials — gathering data, drafting documents, compiling reports — which AI now handles much faster. What stayed the same is the need for human judgment to interpret results, evaluate accuracy, and translate data into actionable business recommendations that require contextual understanding.

Q2: An evolved junior role would focus on AI management — writing effective prompts, auditing AI outputs for accuracy and bias, and identifying where AI falls short. It would require stronger critical evaluation skills, faster feedback cycles, and earlier development of the strategic judgment that used to develop slowly over years of manual research work.

Q3: Workers in smaller markets may have less exposure to cutting-edge AI tools, fewer colleagues using them to learn from, and less employer investment in

retraining programs. Reducing this inequality would require accessible online AI literacy training, employer investment in worker upskilling regardless of market size, and policy support for workers displaced from lower-wage administrative roles.