**Audience Types**

**Expert***Highly skilled, trained practitioner (e.g. fellow engineer); often the audience for Lab Reports, Progress Reports.*

**Informed Persons***Familiar, but perhaps not working directly with the technology (e.g. business side); often the audience for R&D Presentations, and client-facing progress reports.*

**Laypersons***No professional or specialized knowledge (e.g. a general “public” audience); often the audience for websites, press releases, and public relations communications.*

**Language Characteristics**

* **Level of detail:** Technical information is provided, but advanced concepts are explained; application examples or comparison/contrasts are often included; might acknowledge audience concerns (e.g. business or financial implications); measurements are given, but may be less precise.
* **Vocabulary:** Jargon and technical terms include definitions; acronyms are more likely to be spelt out or replaced; vocabulary supports understanding of application rather than technical precision.

Examples:  
Fluorocarbon coatings are non-reactive to water.  
Devices painted gray appear to be muted.  
The piece is nearly 3 cm long.

* **Level of detail:** Facts and figures need little explanation; they may include formulas and equations; measurements and specifications have a higher degree of precision.
* **Vocabulary:** Acronyms, technical terms, and jargon used; high level of technicality in the language without needing to define words.

Examples:  
PTFE layers are hydrophobic*.*  
Devices finished with tints of black can have zero color saturation.  
The piece is 2.921 cm long.

* **Level of detail:** Concise, few specific technical concepts; technically detailed information provided in service of the audience’s needs and goals (e.g. a user manual); measurements provided in common, familiar units.
* **Vocabulary:** Simplified language, avoiding unnecessarily complex terms; new concepts and terms are clearly defined and explained; provides commonly recognizable examples and familiar analogies.

Examples:  
Nonstick coatings do not absorb water.  
Items painted gray appear to be washed out and hard to distinguish.  
The piece is about 1 inch long.