**A MEMO**

**From: Honorine Umurerwa**

**Day:09/08/2023**

**Subject: Modify pitch scripts for multicultural audiences.**

Dear Nathan,

I hope this memo finds you in good health. I'm happy to give you an overview of the changes I've made to your pitch script for Project 1, with a particular focus on the challenges I'm pitching to you. Many global objects. Each change is aimed at improving cross-cultural communication and addressing potential barriers.

Language and topic barriers:

In the initial scenario, I noticed a number of language barriers and culture-specific topics that could hinder effective communication with a global audience. For example, I've replaced references to specific TV shows with more widely recognized examples. Additionally, I've removed references to cultural activities like going to church on Sundays to ensure the content remains relevant and includes people from diverse backgrounds. In doing so, I sought to create a storyline that transcends cultural boundaries and is accessible to a wider audience.

Example 1 (language barrier):  
Replace "grow up watching sitcoms like Friends" with "watch popular TV shows that people can relate to".  
Example 2 (cultural subject):  
Replace "get ready for church on Sunday morning" with "have a weekend routine that many people can relate to."

Intercultural Ethics:

To address cross-cultural ethics, I have carefully considered language and content choices that may be offensive or inappropriate in different cultural contexts. For example, I made sure that the script avoided any allusions or humor that could be misinterpreted or disrespectful. By using a neutral and respectful tone, I sought to promote a sense of inclusion and cultural sensitivity.

Example 1:  
Ensure that the humor used in the script is not based on cultural stereotypes or potentially offensive content.  
Example 2:  
Removing references to sensitive cultural or religious practices may inadvertently alienate some members of the public.

Cross-cultural communication approach:

The script's approach to cross-cultural communication revolves around universal themes and experiences relevant to individuals from diverse backgrounds. I've highlighted related topics like time management, which is relevant to everyone regardless of their cultural background. By using neutral examples and avoiding culturally specific references, I tried to create a connection that transcends boundaries and fosters engagement.

Example 1:  
Replace culture-specific anecdotes with a relevant example of balancing work and personal time.  
Example 2:  
Using a plot highlights the common challenge faced by professionals worldwide, regardless of cultural differences.

Promote effective communication and interaction:

Changes to the plot were made to promote effective communication and interaction. By focusing on shared experiences and using clear, understandable language, I have managed to capture the attention of a wide variety of audiences. The revised scenario encourages participation through relativity and inclusiveness.

Example 1:  
Use concise, clear language to explain concepts, ensuring that the audience can understand them.  
Example 2:  
The combined interactive elements encourage audience participation, allowing individuals from different cultures to contribute and participate.

Anticipate audience reaction:

Considering the audience's potential reaction, I imagined situations in which specific cultural references or terms could lead to confusion or disinterest among some listeners. By removing these barriers and ensuring the content of the script is relevant and comprehensive, I aim to pre-empt any potential backlash and create an environment of positive interaction.

Example 1:  
Avoid using slang or idioms that may be unfamiliar or confusing to non-native English speakers.

Example 2:  
Ensure that the scenarios presented in the scenario are globally relevant, minimizing the risk of non-interaction due to cultural differences.

In summary, changes are made to the script in favor of inclusiveness, cultural sensitivity, and universal relevance. By addressing language barriers, avoiding culturally specific themes, respecting cross-cultural ethics, and promoting participation through shared experiences, the revised scenario is designed to communicate and connect effectively with a global audience. I am confident that these changes will contribute to a successful presentation that resonates with people from different cultures.

Best regards,  
HONORINE UMURERWA