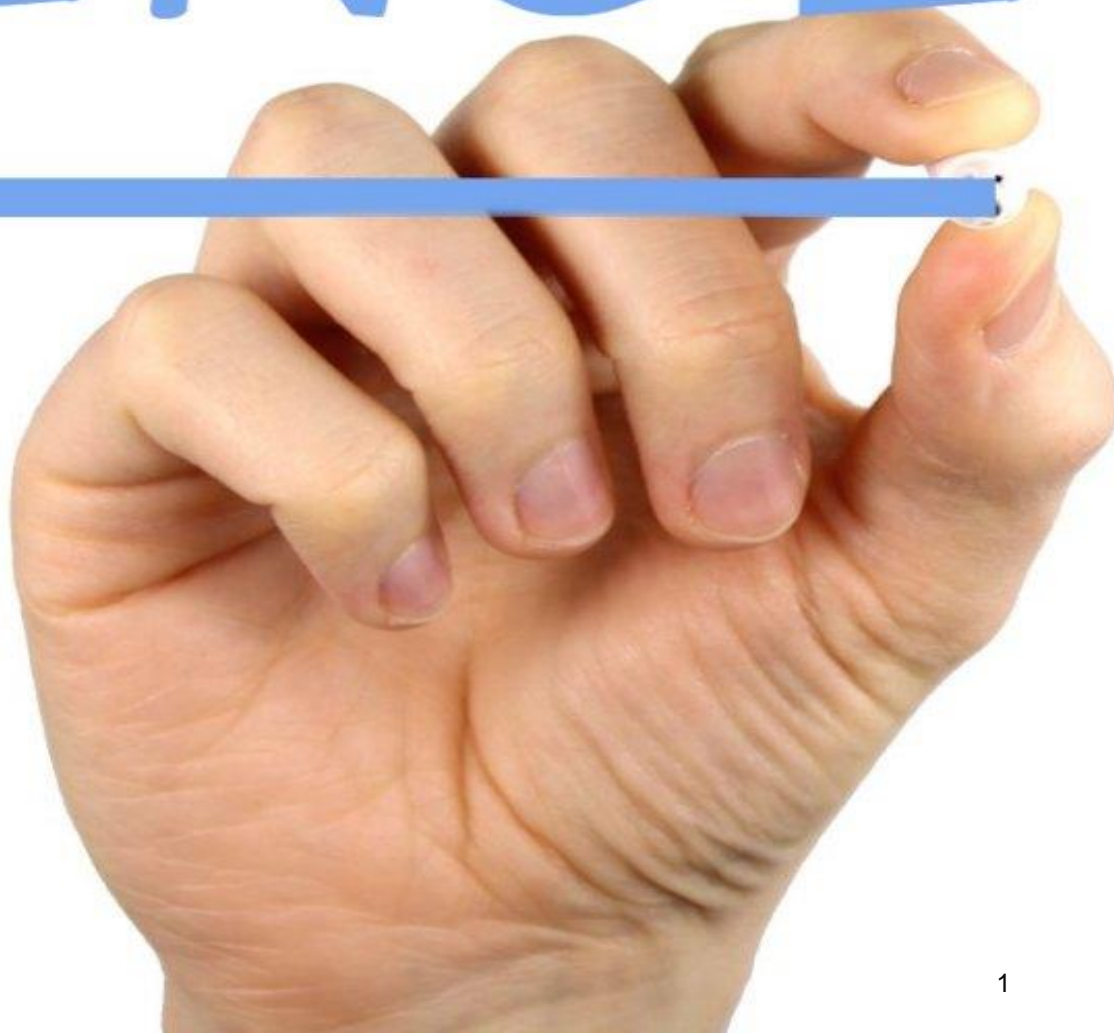
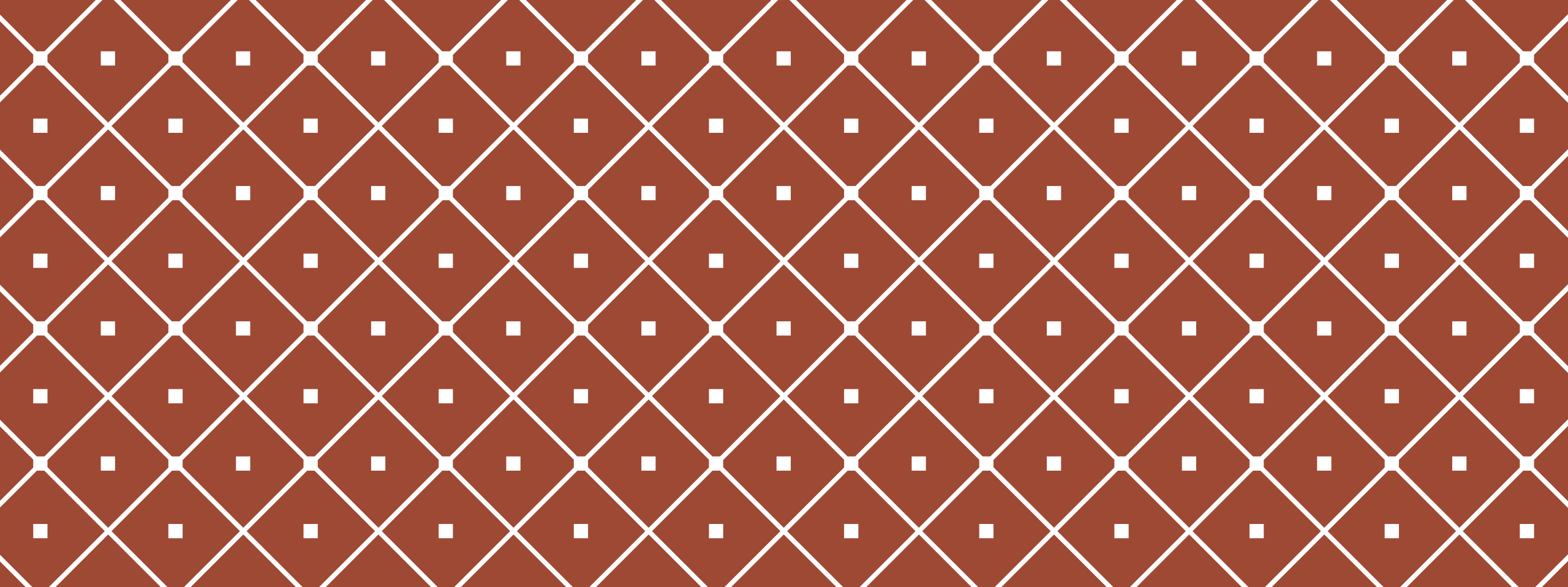


# AUDIENCE

*“Readers Are Raiders.”*





# **Analyzing The Audience**

By Hajra Khalid

# Audience Recognition

1. Who is your audience?
2. What does this reader or listener know?
3. What does this reader or listener not know?
4. What must you write or say to ensure that your audience understands your point?
5. How do you communicate to more than one person (multiple audiences)?
6. What is this person's position in relation to your job title?
7. What diversity issues (gender, sexual orientation, cultural, multicultural) must you consider?

# Types Of Audiences

[Based on Readership]

**Primary Readers-** *Action takers*

**Secondary Readers-** *Advisors*

**Tertiary Readers-** *Evaluators*

**Gate Keepers-** *Supervisors*

# Types Of Audiences

[Based on knowledge]

High  
tech

Low  
tech

Lay

Multiple

# Catering To Audiences

High tech	Low tech	Lay audience	Multiple
Experts in the field	Readers are familiar but not experts	Neither work for your company nor have any knowledge about your field of expertise	Proper background data.
Understand high tech jargon, acronyms, and abbreviations.	Understand some abbreviations, jargon, and technical concepts must be defined	Won't understand your in-house jargon, abbreviations, or acronyms	Reference line, subject line, or link suggesting where the readers can find out more about the subject matter
Require minimal detail regarding standard procedures	Sometimes need follow-up explanations	Will need background information.	Diverse understandings of your technology
Need little background information	Provide more background information.		Define jargon, abbreviations, and acronyms.

# Future Audiences

Clarity

Background  
information

Terms  
defined.

# Defining Terms For Audiences

parenthetically

in a sentence

in an extended  
paragraph

in a glossary

online help  
with a pop-up  
definition



<b>Audience's perceived personality</b>	<b>Audience's attitude or position regarding the topic</b>	<b>Audience's preference regarding style</b>	<b>Desired audience response</b>
Slow/Eager	Positive/Negative	Will he, she, or they accept contractions?	To consider this idea and pass on a recommendation?
Receptive/Questioning	Informed/Uninformed	Should you use first names, last names, or position titles?	To act now?
Organized/Disorganized	Non-committal?	Is short and to-the-point better?	To confirm what has been suggested?
Oppositional		s long and detailed better?	To reject some options but act on others?
			To file this information for future reference?

# Challenges Of Multicultural Communication.

Will each language version be identical in content and readability?

Will the first language version suggest advantages to investors over translations?

Are all translations carefully prepared according to tone, style, and content?

Is each translation tested for usability and accuracy? (Courtis and Hassan 395)

# Guidelines For Effective Multicultural Communication

Define  
Acronyms and  
Abbreviation

Avoid Jargon  
and Idioms

Distinguish  
Between Nouns  
and Verbs

Cultural  
Biases/Expecta  
tions

Using Slash  
Marks carefully  
[And/Or?]

Avoid Humor  
and Puns

Translations  
May Take  
Space

Consider Paper  
Size

Avoid  
Figurative  
Language

Using  
Numbers,  
Measurements,  
Dates,& Times

Avoiding  
Biased  
Language