

The background of the slide is a light gray gradient. It is decorated with numerous realistic water droplets and bubbles of various sizes. Some are large and prominent, while others are small and subtle. They are scattered across the slide, with a higher concentration in the top-left and bottom-right corners. The droplets have highlights and shadows, giving them a three-dimensional appearance.

AUDIENCE PROFILING

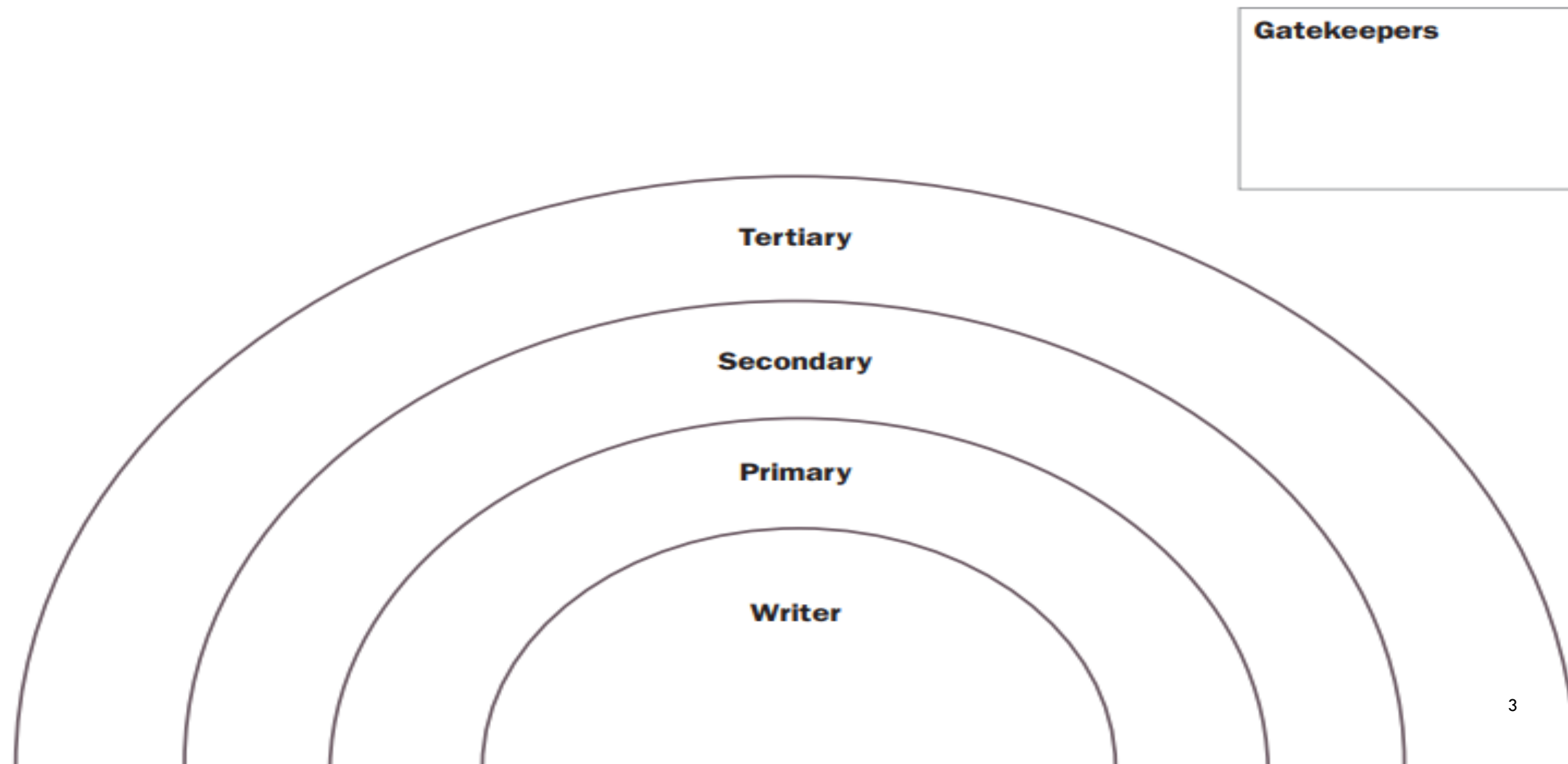
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Questions For An Audience Profile

- ► Who is the audience?
 - ► What are their demographic characteristics?
 - ► What is the audience's role?
 - ► How does the reader feel about the subject?
 - ► How does the reader feel about the sender?
 - ► What form does the reader expect?
 - ► What is the audience's task?
- ► What is the audience's knowledge level?
- ► What factors influence the situation?

Figure 2.1 Writer-Centered Analysis Worksheet

A Writer-Centered Analysis Worksheet starts with you in the center and identifies the various people who may be interested in your document.



NEEDS, VALUES & ATTITUDE

- **Needs**

- What information do your primary readers need to make a decision or to take action?
- What details or facts do your secondary readers require if they are going to make positive recommendations to the primary readers?
- How might the needs of the tertiary and gatekeeper readers influence how they respond to your document?

- **Attitudes**

- What are your readers' attitudes toward you, your company, and the subject of your document?
- Will your readers be excited, upset, wary, positive, hopeful, careful, concerned, skeptical, or heartened by what you are telling them?

NEEDS, VALUES & ATTITUDE

Values

- What do your readers value most?
- Do they value efficiency and consistency?
- Do they value accuracy?
- Is profit a key concern?
- How much do they value environmental or social concerns?

Figure 2.2 Reader Analysis Worksheet

To better understand your readers, fill in this Reader Analysis Worksheet with notes about their characteristics.

Readers	Needs	Values	Attitudes
Primary			
Secondary			
Tertiary			
Gatekeepers			

THE VARIOUS CONTEXTS

- **Physical context**—the places where the readers will use your document
- **Mobile context**—how a document will be viewed on various media
- **Economic context**—the money-related issues that will restrict the kinds of actions possible
- **Ethical context**—the personal, social, and environmental issues that shape the readers' responses

Figure 2.3 Context Analysis Worksheet

Each reader is influenced by physical, mobile, economic, and ethical concerns. A Context Analysis Worksheet anticipates these concerns for the primary readers, their company, and their industry.

	Physical Context	Mobile Context	Economic Context	Ethical Context
Primary Readers				
Readers' Company				
Readers' Industry				

Reference:

Johnson-Sheehan, R. (2017). Profiling Your Readers in *Technical Communication Strategies for today*. Pearson. P. 21-39