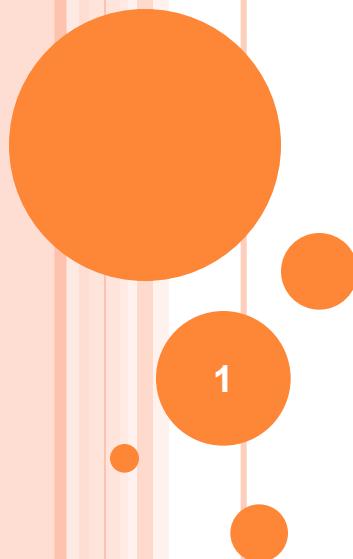


# MULTIPLE AND MULTI CULTURAL AUDIENCE

*TRW/TBW*  
FAST-NU Peshawar



## MULTIPLE AUDIENCE

- Written to multiple audience types simultaneously
- Intended audience not always the only audience
- Example: Report send by supervisor to others.  
Supervisor □ Management □ Executive Officer □ Co-workers

# CHARACTERISTICS

- Some multiple types of audience not familiar with subject matter so:
  - Provide background data to clarify
  - Give details
  - Not to elaborate in some cases ( memo and short report etc) but if needed, reference can be provided
  - In longer documents, background given in abstract
  - Business tone (not too authoritative nor too relaxed)
  - Define jargon, abbreviations or acronyms  
(for shorter documents: parenthetically)  
(for longer documents: glossary)

- **Term + Type + Characteristic**

Acronym              Class              Distinctive Feature

Or

Abbreviation

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Car	not thing because thing can be anything, identify class i-e vehicle	vehicle can be sub-marine or bike so mention distinctive feature
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**A car is a vehicle that has four wheels and is driven on land**

# MULTI CULTURAL AUDIENCE

- ESL (English as a Second Language)
- Diverse cultures
- World wide expansion of business
- Consider language barriers and cultural customs
- Example: A car named Nova which is defined as:
  - English : shining star
  - Spanish : no go

# HOW TO DEAL WITH MULTI CULTURAL AUDIENCE

1. Define acronym and abbreviations
2. Distinguish between noun and verbs ( file, paste, code)
3. Cultural Biases for example the color red has different meanings in different cultures
  - United States: Danger
  - China: Positive meaning

# CULTURAL SIMILARITIES AND DISSIMILARITIES

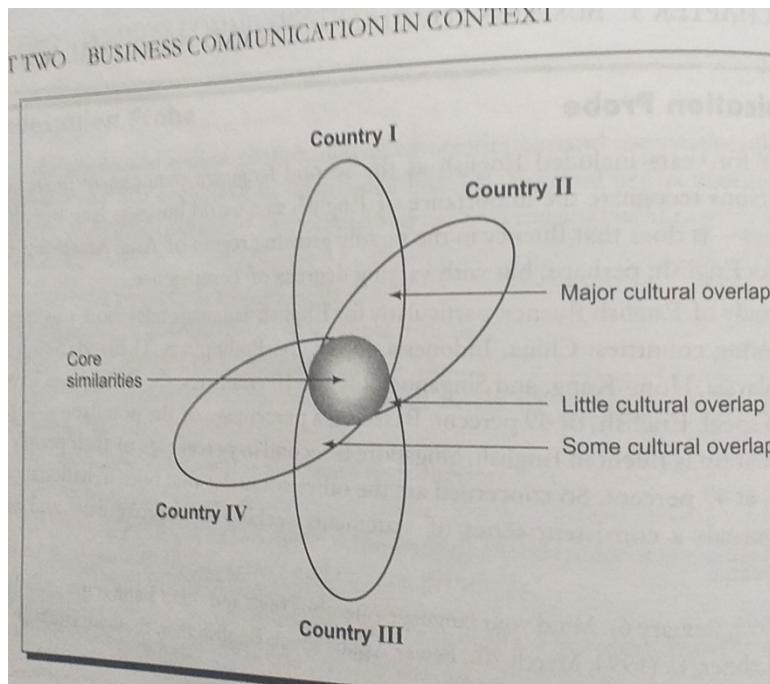


Figure 3.1 Cultural overlap.

United States

Expect answers quickly to faxes,  
letters, or E-mail  
Few vacation periods

Legalistic letters

Early starting time for work  
Much use of slang  
Prefer deductive: It gets to the  
point more quickly  
Prefer paragraph headings  
visual division

## Other Cultures

Faxes and E-mail slowly increasing in developing countries  
Many vacation days (about 17 in some countries)  
More informal; a handshake is good as a letter  
Start working later in the day  
Less use of slang  
Prefer inductive: It is less arranged

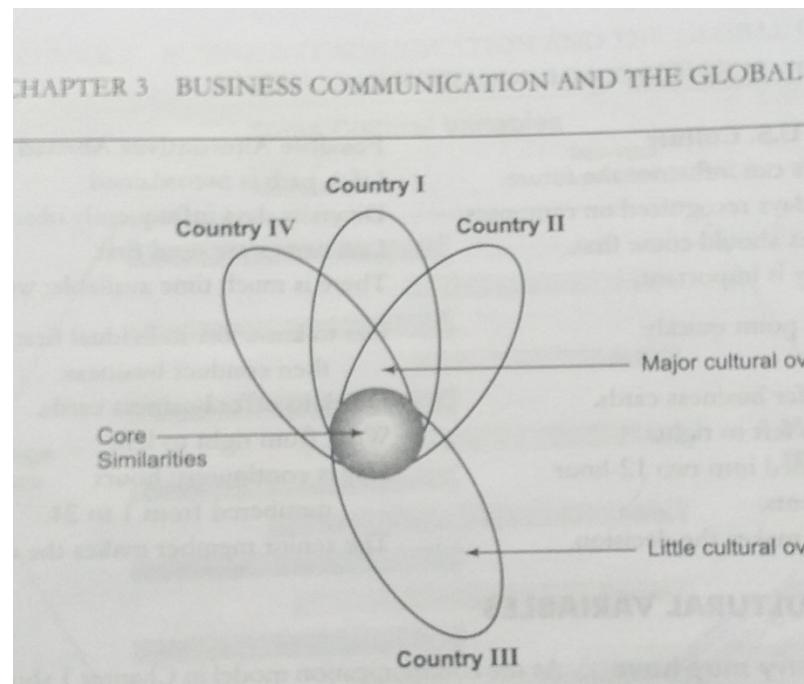


Figure 3.2 Cultural similarity and dissimilarity.

at some points the petals overlap where certain traditions (eating with chopsticks, celebrating the lunar new year, wearing the chador) are commonalities while other traditions are unique to each culture. These unique traits are in Country III. Although you possess the core attributes of your culture, it is important to accept their differences. The following brief list cites some typical U.S. business practices and compares them with possible alternatives you might find abroad.

# INDIVIDUAL OR PERSONAL ETHICS

shaped your conscience; your parents have influenced you; we gleaned from family members and influential people. Teachers are also influential. You were exposed to a number of values in school that reinforced them. Later, you may have admired a close friend or role model whose behavior, modeling your own actions and decisions. And you, in turn, choose people to be close to based on their ethics. And you, in turn, choose people to be close to based on their ethics.

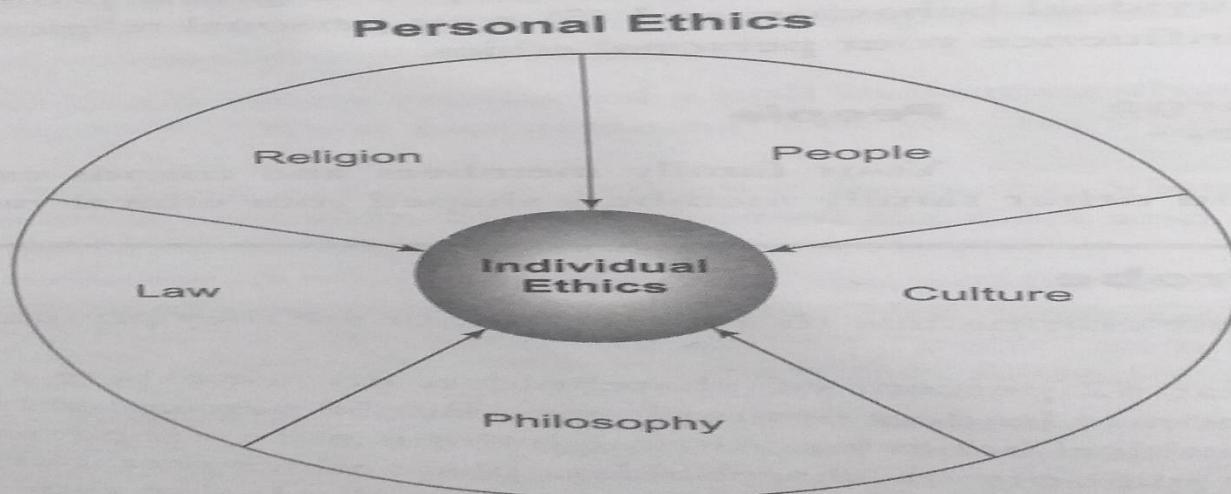


Figure 4.1 Influences on personal ethics.

## EXERCISE:

- Case study discussion and write down your answer Q#5 page 113,114,115
- Q#6 Write 1 to 2 pages position paper on the ethics of business intelligence (business espionage)