

MULTIPLE AND MULTI CULTURAL AUDIENCE

TRW/TBW

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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

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

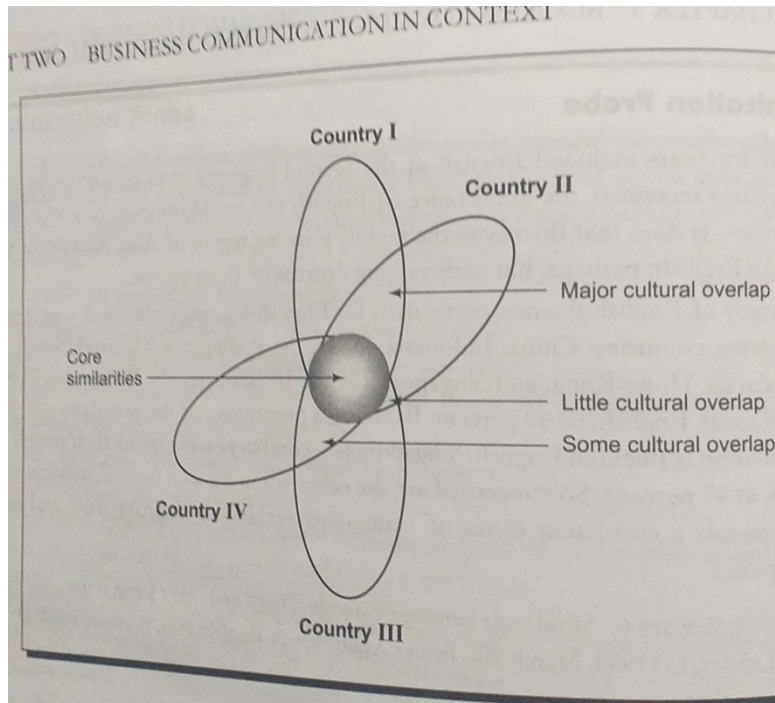


Figure 3.1 Cultural overlap.

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 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 abrupt

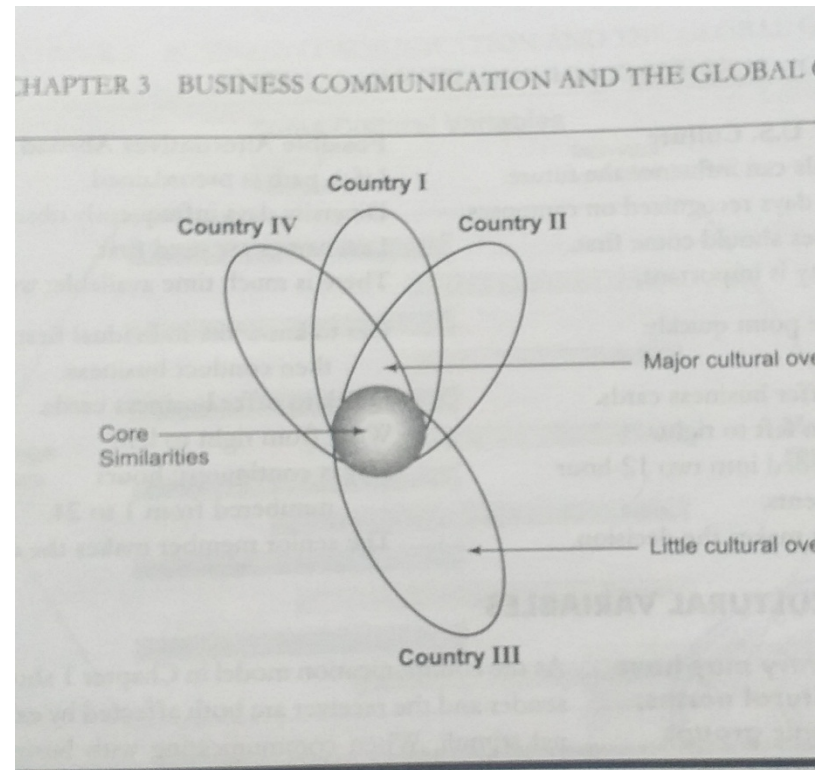
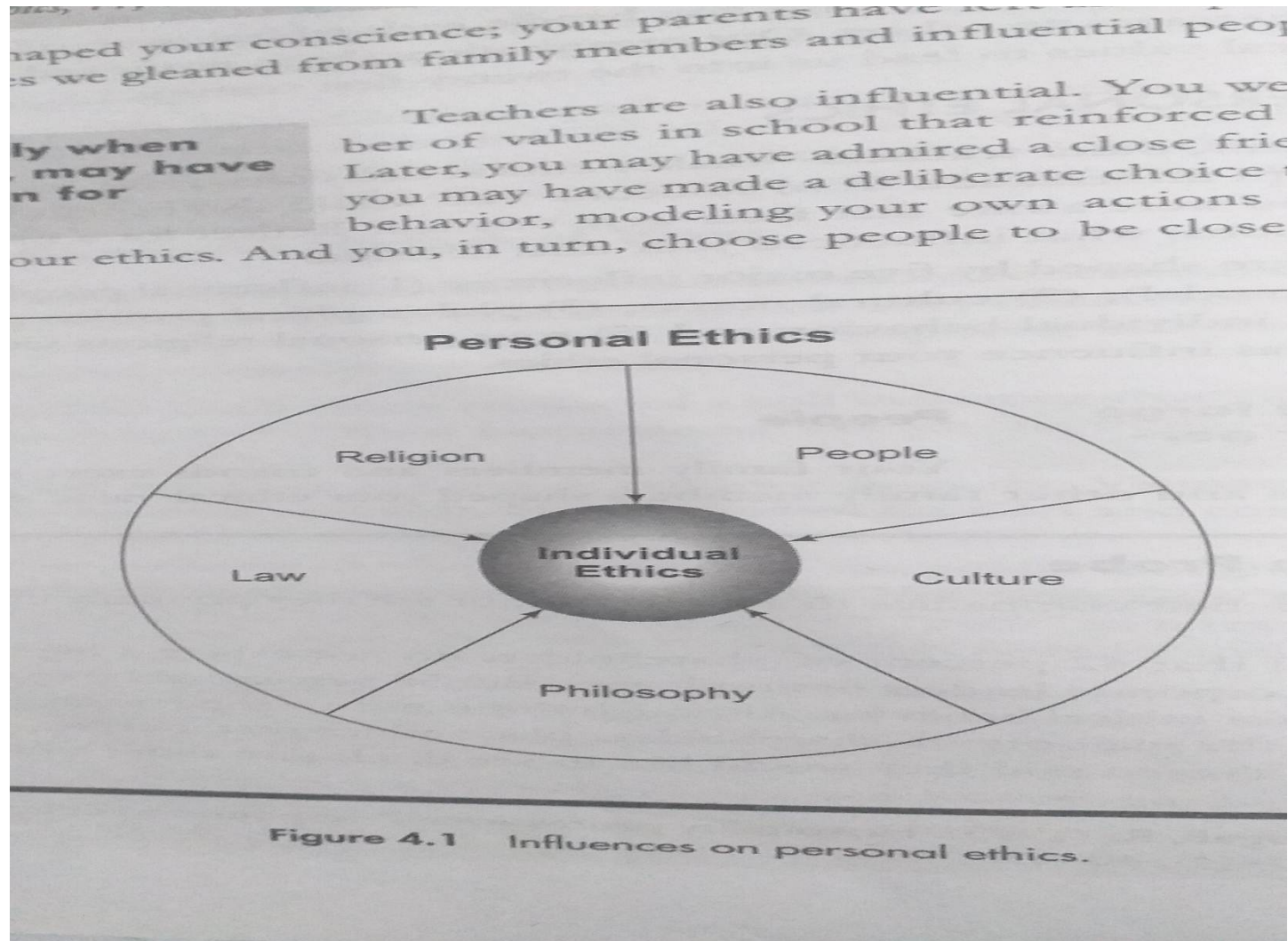


Figure 3.2 Cultural similarity and dissimilarity.

at some points the petals overlap where certain traditions (eating lunar new year, wearing the chador) are commonalities while others are in Country III. Although you possess the core attributes of to accept their differences. The following brief list cites some typical compares them with possible alternatives you might find abroad

INDIVIDUAL OR 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)