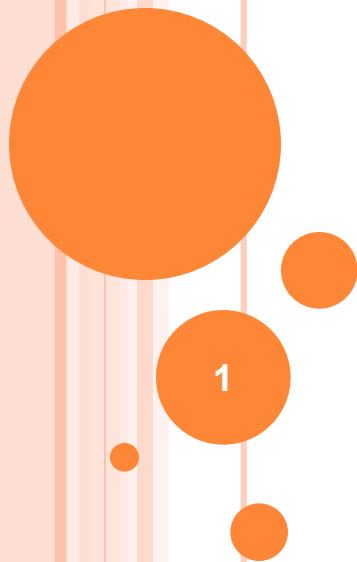


AUDIENCE ANALYSIS

TBW/TRW

FAST-NU Peshawar



AUDIENCE

- Individual or group of readers/ listener
- Difference between audience of technical work and other: importance of audience
- Technical Document => Reaction
- Other Document => No reaction
- Response of audience

follow procedure
problem

make decisionsolve



AUDIENCE RECOGNITION

- Ask yourself:
 - Who is your reader?
 - What is his level of understanding?
- No perfect document without answer known/audience recognition
- Inappropriate diction:
 - Jargon
 - Acronym

CONTINUED...

- Inappropriate tone:
 - Too dictatorial for management
 - Too lax for subordinate
- Know audience profile for better documentation

AUDIENCE PROFILE

1. High-tech Audience
2. Low-tech Audience
3. Lay Audience

ABBREVIATION, ACRONIMS AND JARGONS

- **What is Abbreviation:**
- An abbreviation formed from the initial letters of other words and pronounced as a word e.g. NASA, *OPEC* the O(rganization of) P(etroleum) E(xporting) C(ountries)—is an acronym because we pronounce it as one word, **oh-pek**. E.g FAST NUCES

What is an acronym?

- shortened form of a word or phrase.
- ‘SKU is the abbreviation for Stock Keeping Unit, LOL laugh out loud
- **What is Jargon?**
- **Technical terms of any field like Engineering, computer science, medical etc.**

HIGH-TECH AUDIENCE

- Same field of expertise
- Example: Two computer programmers are high-tech peers

CHARATERISTICS OF HIGH-TECH AUDIENCE

- Experts in same field, example two people working on same project
- Compatibility
 - Similar education
 - Similar level of understanding
 - Similar work experience
- Jargon, acronyms or abbreviations known
 - Example: MHz= Mega herts (unnecessary or offensive if explained)

HOW TO DEAL WITH HIGH-TECH AUDIENCE

- Give minimum or no details(standard procedure, scientific/mathematical theories)
- Little background info unless project is new
 - Example: Status report to old/new supervisor
- Use jargon, acronym or abbreviation alone
 - Ex. HTTP

LOW-TECH AUDIENCE

- Familiar with the field but do not know details
- Co workers in other departments(boss, subordinates, people from other companies)

CHARACTERISTICS OF LOW-TECH AUDIENCE

- Understand some jargons, abbreviations
- Have little background knowledge

HOW TO DEAL WITH LOW-TECH AUDIENCE

- Give little background info
- Preferable to define concepts
- Use acronyms, jargons or abbreviation with parenthetical definition

Ex. HTTP (Hypertext Transfer Protocol)

LAY AUDIENCE

- No work experience or common knowledge
- Example: Manual of an equipment for a user

CHARACTERISTICS OF LAY AUDIENCE

- Unfamiliar with subject matter
- No knowledge of procedure or scientific methods
- Jargon, acronym and abbreviations not known

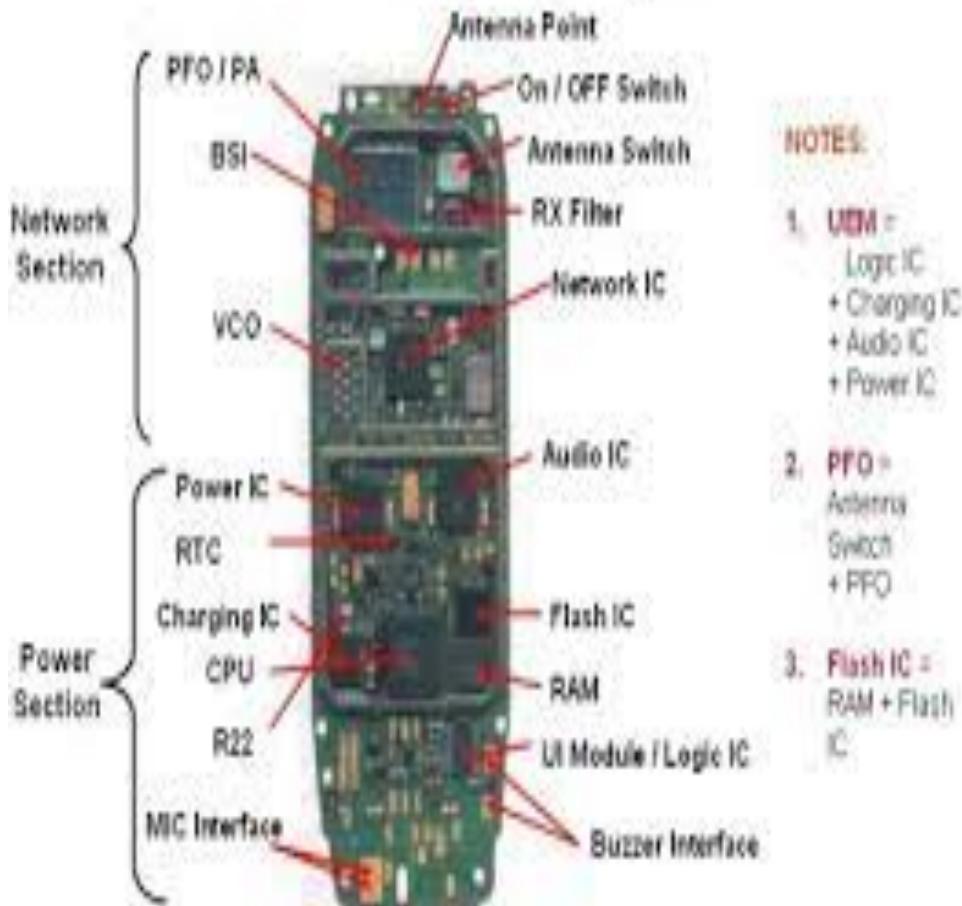
HOW TO DEAL WITH LAY AUDIENCE

- Write in simple language
- Depth of detail
- Simple graphics
- Background info
- Avoid high-tech terms or give detail
 - Ex. HTTP (Hypertext Transfer Protocol) is a computer access code providing secure communications on networks.
- Explain acronyms or abbreviation

DRAW PICTURES, LABELED DIAGRAMS AND NUMBERING FOR PROCEDURES

Mobile Phone PCB Diagram

www.mobilecellphonerepairing.com



NOTES:

1. **UVM** =
Logic IC
+ Charging IC
+ Audio IC
+ Power IC
2. **PFO** =
Antenna
Switch
+ PFO
3. **Flash IC** =
RAM + Flash
IC