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|  | **Course Code:**  **Course Title: Assignment:**  **Deliverables:**  **Points:**  **Deadline:** | COMM 3590  Professional & Business Communication  Audience Analysis  Word Doc  **40pts**  09 November 2021 |

**INSTRUCTIONS**

This is a **GROUP** work.

* Find a job ad for which you want to apply on Linkedin (**English ONLY**).
* Conduct research online for extra information of the organization and the recruiter
* Analyze how you should adjust to present yourself in the most excellent way to the recruiter during your job interview
* Write about the different characteristics to adjust for in
  1. A situational analysis

(Occasion, Size, **Organizational Culture**, Physical Environment, Time)

* 1. An audience analysis

(**Demographics**, Captivity, Predispositions)

Cite at least **THREE (3)** reliable sources in your assignment.

**SafeAssign:**

SafeAssign is a leading plagiarism-checking tool. You are required to use the SafeAssign tool in Bb to submit all written assignments. Keep your Similarity Report **<20%**. When you submit an assignment, SafeAssign will generate a report for you: use the SafeAssign report to avoid potential plagiarism. You can submit and resubmit your assignments in SafeAssign **3 times** until the deadline. Plagiarism, intentional or unintentional, earns an F on the assignment. You cannot redo a plagiarized assignment.

**Late Submission:**

Late assignments will be penalized 10% for each day they’re late until they’re no longer accepted.

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| **Logo  Description automatically generated** | | **Course Code:**  **Course Title: Assignment:**  **Deliverables:**  **Points:**  **Group:**  **Members:** | COMM 3590  Professional & Business Communication  Audience Analysis  Word Doc  **40pts** |
| Job Ad URL: | |  | | | |
| Recruiter LinkedIn Profile: | |  | | | |
| Situational Analysis  (≤ 100 words) | | Eg: Organizational Culture   * Explain the organizational culture of the company based on your research | | | |
| Actions  (≤ 200 words) | | How are you going to adjust to present yourself based on the situation? | | | |
| Audience Analysis  (≤ 100 words) | | Eg: Demographic (Educational background)   * Explain the demographic characteristics of the recruiter | | | |
| Actions  (≤ 200 words) | | How are you going to adjust to present yourself based on the audience? | | | |

**References:**

**Rubric:**

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|  | **Novice** | **Competent** | **Proficient** |  |
| **Situational Analysis** | 6-9 | 10-12 | 13-15 |  |
| Situation variable is not discussed appropriately.  The action chosen is not suitable/ irrelevant | Discussed situation variable but lacked details.  The action chosen is rather suitable for situation & justified with supporting sources | Discussed situation variable thoroughly & clearly.  The action chosen is suitable for the situation & well justified with supporting sources. |
| **Audience Analysis** | 6-9 | 10-12 | 13-15 |  |
| Audience variable is not discussed appropriately.  The action chosen is not suitable/ irrelevant | Discussed audience variable but lacked details.  The action chosen is rather suitable for the audience & well justified, with supporting sources | Discussed audience variable thoroughly & clearly.  The action chosen is suitable for the audience & well justified, with supporting sources. |
| **Overall Performance** | 3-5 | 6-7 | 8-10 |  |
| Limited organizational/ audience information used.  No evidence of editing or proofreading, a lot of misspelling/grammatical errors  No sources used | Sufficient organizational/ audience information used  Most content are edited and proofread, some errors in grammar & mechanics  1 reliable source used | Obtained relevant & extra information about the organization/audience  Well-edited and proofread, no apparent errors in grammar & mechanics  At least 2 reliable sources used |