

## Learning Guide Unit 7

**Reading Assignment****Please follow these instructions for the reading assignments.**

1. Read the provided resources carefully to gain a thorough understanding of the topic.

**While reading the learning resource and watching the videos, ask yourself the following questions:**

- o How can writing styles and tone be adjusted to suit diverse audiences?
- o What techniques can be employed to tailor content and effectively engage target readers?
- o What cultural, social, and contextual factors should be considered when writing?

**Read:**

1. Ashman, M. (2018). [Introduction to professional communications](#). BCcampus. Licensed under CC 4.0 .

- o Read [3.3 Audience analysis](#)
- o Read [3.6 Audience types](#)
- o Read [3.10 Adapting messages](#)
  - These readings summarizes analyzing different audiences and types, and how to tailor messages to your audience.

2. Gross, A., Hamlin, A., Merck, B., Rubio, C., Naas, J., Savage, M., & DeSilva, M. (n.d.). [2.3 Adapting your writing to meet your audience's needs](#). In *Technical writing*. Open Oregon Educational Resources. Licensed under CC 4.0.

- o This reading summarizes adapting writing to different audiences.

3. Oaks, S. (n.d.). [Cultural Context](#). In *Communication for professionals*. Lumen Learning. Licensed under CC BY-NC 4.0

- o This reading summarizes cultural, social, and contextual considerations in writing.

