

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

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

1. Ashman, M. (2018). [Introduction to professional communications](#). BCcampus. Licensed under CC 4.0 .
 - Read [3.3 Audience analysis](#)
 - Read [3.6 Audience types](#)
 - Read [3.10 Adapting messages](#)
 - These readings summarize 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.
 - 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
 - This reading summarizes cultural, social, and contextual considerations in writing.

