

A large crowd of people is seen from behind, with many arms raised in the air. The scene is illuminated by bright, warm stage lights, creating a bokeh effect in the background. The overall atmosphere is energetic and festive.

Audience Recognition

Audience Analysis/Profiling

Overview

Knowledge of the
subject matter

Personality Traits

Issues of Diversity



Need for Audience Recognition

- Technical communication: intended to be
 - Read
 - Used
 - Circulated (sometimes)
- by the audience
- Audience recognition: recognizing/identifying audience characteristics and molding the
 - Content
 - Format
 - Sequence
 - Organization

Audience Recognition

Who is your audience?

What does this reader or listener already know?

What must you write or say to ensure that your audience understands your point?

How do you communicate to more than one person (multiple audiences)?

What is the person's position in relation to your job title?

What is this person's attitude toward your topic?

What diversity issues (gender, cultural, multicultural) must you consider?

Knowledge of the subject matter

High Tech audience

Low Tech audience

Lay audience

Multiple audiences

High Tech Audience



Experts in the field you are writing about
(comparable work experience and/or
education)

High-tech readers share your level of
understanding

Require minimal detail

Require minimal background information

Low Tech Audience



Familiar with the technology only to some extent

Require definition for any field specific jargon (parenthesis)

Require follow-up explanations

Require definition of technical concepts

Require more background information

Lay Audience



Difficult to write for as they have no knowledge and are not coworkers

Require simple language (jargon and subject matter knowledge is lacking)

When using jargon or specific knowledge, define them in detail

Require detailed background information

Use simple graphics

Examples

FIGURE 4.3 Instructions for a Lay Reader

MAINTENANCE

Cleaning the Head Section

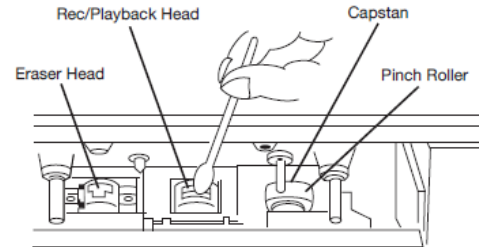
The heads, capstan, and pinch rollers get dirty easily. If this head section becomes dirty, the high-frequency sound will not be reproduced and the stereo balance will be impaired. This hurts your system's sound quality.

To avoid these problems, clean your system's head section regularly by following these simple steps:

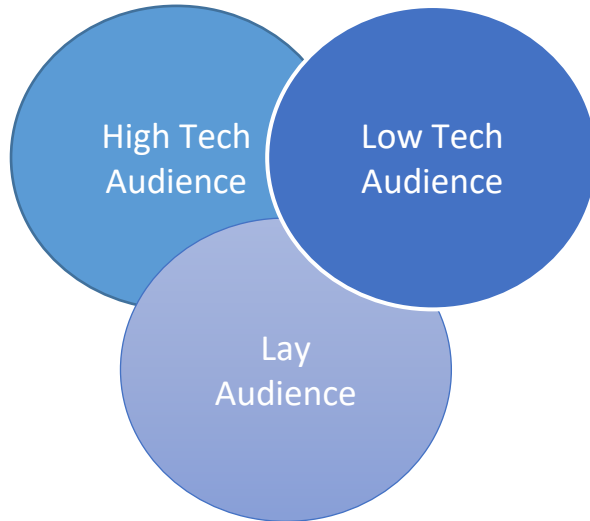
1. Push the STOP/EJECT button to open the cassette door.
2. Dip a cleansing swab into the cleaning fluid.
3. Wipe the heads, capstan, and pinch rollers with the swab.
4. Allow 30 seconds to dry.

Note:

- Do not hold screwdrivers, metal objects, or magnets close to the heads.
- When demagnetizing the heads, be sure the unit's POWER switch is in the OFF position.



Multiple Audience



Multiple levels of expertise

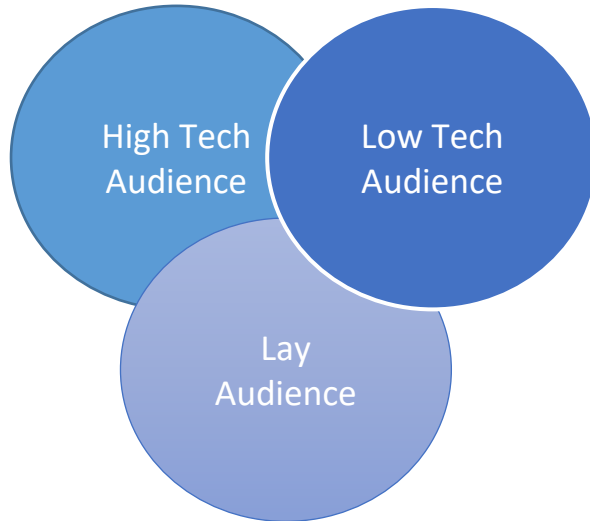
Requires appropriate tone and clarity for all audience members

Requires definition of terms

Require details

Give background information (additional detail in supplementary documents)

Multiple Audience



Primary audience is the person addressed in the document.

Secondary audience is someone other than the intended audience who also read the document.

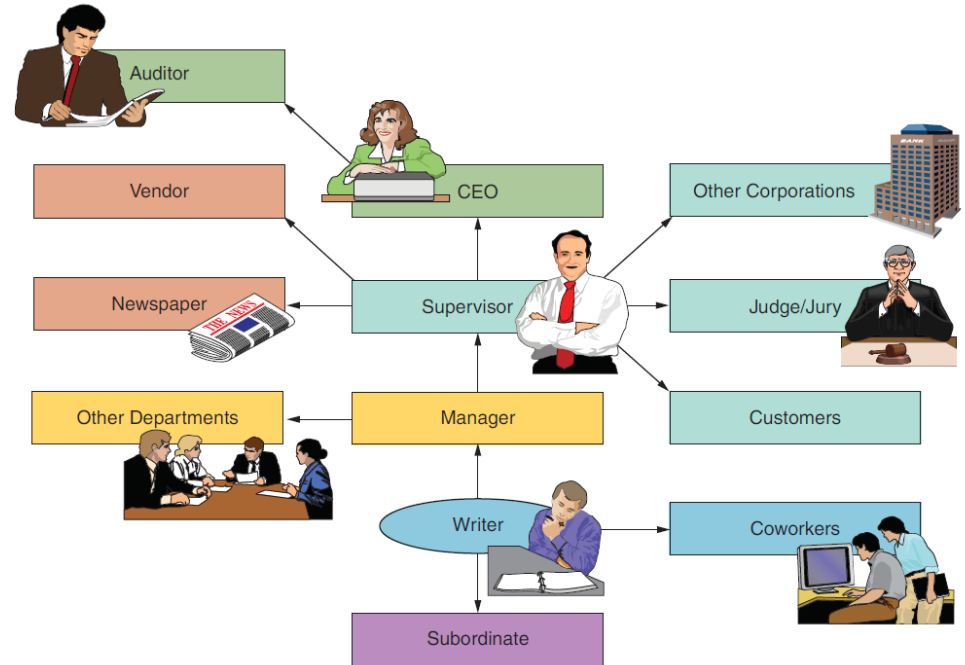
Secondary reader is often not immediately involved with the writer

Require formal format and content

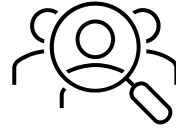
The needs of the primary audience dictate the form and the content

Examples

FIGURE 4.5 Examples of Possible Audiences



Writing for future audiences



Because

Recorded for future reference

Future audiences need to be considered

These could include

- ☐ Judges and Juries
- ☐ New employees
- ☐ Accountants and auditors
- ☐ New managers or supervisors

Defining Terms for Audiences

Parenthetically

CIA (Cash in Advance) OR Cash in Advance (CIA)

In a sentence

Term + Type + Distinguishing characteristics

In an extended paragraph

Term, Type, Characteristics, Examples, Procedures, and Descriptions

In a glossary

List of meanings and full form of acronyms at the end of the document

As online help with a pop-up definition

Adding Hyperlink

Examples

Hypertext Transfer Protocol is a set of rules for the secure transfer of files, including text, graphics, videos, and sound on the Internet.

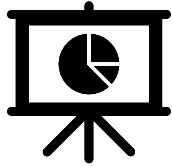
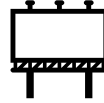
Term

Type

Distinguishing characteristics

A video card (graphics accelerator card, display adapter, or graphics card) is a type of printed circuit board that can be inserted into an expansion slot of a computer's motherboard. The video card creates and outputs images to a display. Functions of a video card can include video capture, MPEG-2 and MPEG-4 decoding, TV output, or the ability to connect multiple monitors.

Audience Personality Traits



Research and gathering of audience data



Their knowledge of subject matter, their expectations from format or content



Educated guess on the types of personalities



Factor in prior knowledge if any of their personalities, attitudes and perspectives



Meet audience needs and determine use of tone, visual aids and writing style



Consider if your audience has a negative position towards the subject matter

TABLE 2 Audience Personality Traits and Responses

Audience's perceived personality

- Slow to act?
 - Eager?
 - Receptive?
 - Questioning?
 - Organized?
 - Disorganized?
 - Oppositional?
-

Audience's attitude or position regarding the topic

- Negative?
 - Positive?
 - Noncommittal?
 - Informed?
 - Uninformed?
-

Audience's preference regarding style

- Will he, she, or they accept contractions?
 - Should you use first names, last names, or position titles?
 - Is short and to-the-point better?
 - Is long and detailed better?
-

Desired audience response

- Do you want the audience to consider this idea and pass on a recommendation?
 - Do you want the audience to act now?
 - Do you want the audience to confirm what has been suggested?
 - Do you want the audience to reject some options but act on others?
 - Do you want the audience to file this information for future reference?
-

Biased Language- Issues of Diversity

Age

Language

Gender

Physical and mental
characteristics

Race/ethnicity

Class

Religion

Family issues

Departmental diversity

Why should we be concerned?

Diversity is protected by law

Diversity is good for business

Respecting diversity is ethical

Diverse workforce keeps companies competitive

Majority groups (cultural/racial) is always shifting with multiculturalism

Diversity at the Workplace

Multiculturalism

- The Global Economy
- Multicultural Team Projects
- Challenges

Cross-Cultural Communication

- Businesspeople from different cultures within the same country

Multicultural Team projects

Verbal and Non-Verbal communication norms

Management Styles

Decision making procedures

Sense of time and place

Local values, beliefs and attitudes

Effective Multicultural Communication

1

Define
acronyms and
abbreviations

2

Avoid jargon
and idioms

3

Distinguish
between
noun and
verbs

4

Watch for
cultural
biases/
expectations

5

Be careful
with slash
marks

Effective Multicultural Communication

6

Avoid humor and puns

7

Realize that translation may take up less or more space

8

Consider paper size

9

Avoid figurative language

10

Be careful with numbers, measurements, dates and times

11

Use stylized graphics to represent people

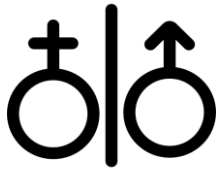
Avoid Biased Language



Ageist language



Biased language about people with disabilities



Sexist language
Ignoring women or treating them as secondary
Stereotyping
Pronouns
Gender-tagged nouns

Ageism

BEFORE

Professor Jones, an elderly teacher at State University, is publishing a textbook despite his age.

AFTER

Professor Jones, a State University teacher, is publishing a textbook.

Disability

BEFORE

Debbie Brown, a blind market researcher, won employee of the month.

The AIDS victim changed insurance carriers.

John suffers from diabetes.

Sheila is confined to a wheelchair.

AFTER

Debbie Brown, a market researcher, won employee of the month.

The AIDS patient changed insurance carriers.

John is diabetic.

Sheila uses a wheelchair.

Sexism: Ignoring Women or Treating them as Secondary

BEFORE

When setting up his experiment, the researcher must always check for errors.

As we acquired scientific knowledge, men began to examine long-held ideas more critically.

AFTER

When setting up experiments, the researcher must always check for errors.

As we acquired scientific knowledge, people began to examine long-held ideas more critically.

Sexism: Stereotyping

BEFORE

Current tax regulations allow a head of household to deduct for the support of his children.

The manager is responsible for the productivity of his department; the foreman is responsible for the work of his linemen.

The administrative assistant brought her boss his coffee.

The teacher must be sure her lesson plans are filed.

AFTER

Current tax regulations allow a head of household to deduct for child support.

Management is responsible for departmental productivity. Supervisors are responsible for their personnel.

The administrative assistant brought the boss's coffee.

The teacher must file all lesson plans.

Sexism: Pronouns

BEFORE

Sometimes the doctor calls on his patients in their homes.

The typical child does his homework after school.

A good lawyer will make sure that his clients are aware of their rights.

AFTER

Sometimes the doctor calls on patients in their homes.

Most children do their homework after school.

A good lawyer will make sure that clients are aware of their rights.

Sexism: Gender-Tagged Nouns

BEFORE

mankind
manpower
the common man
wise men
businessmen
policemen
fireman
foreman
chairman
stewardess/steward
waitress/waiter

AFTER

people
workers/personnel
the average citizen
leaders
businesspeople
police officers
firefighter
supervisor
chairperson/chair
flight attendant
server

Audience Involvement

Personalized Tone

- Pronouns
- Names

Reader Benefit

- Explain the benefit clearly
- Use positive words

Pronouns

Pronoun

Focus

You

Your

}

The reader

We

Us

Our

}

The team

I

Me

My

}

The ego



BEFORE

Claims Procedure

To obtain service under the Emissions Performance Warranty, take the vehicle to the company dealer as soon as possible after it fails an I/M test along with documentation showing that the vehicle failed an EPA-approved emissions test.

AFTER

Claims Procedure

How do you get service under the Emissions Performance Warranty? To get service under this warranty, take your car to the dealer as soon as possible after it has failed an EPA-approved test. Be sure to bring along the document that shows your car failed the test.

Reader Benefit Explanation

Instructions for Poured Foundations

A poured foundation will provide a level surface for mounting both the pump and motor. Carefully aligned equipment will provide you a longer and more easily maintained operation.



Use Positive Words

BEFORE

Negative

- We cannot process your request. You failed to follow the printed instructions.
- The error is your fault. You keep your books incorrectly and cannot complain about our deliveries. If you would cooperate with us, we could solve your problem.
- We have received your letter complaining about our services.
- Your bill is now three weeks overdue. Failure to pay immediately will result in low ratings.
- The invoice you sent was useless. It never arrived. You wasted my time and

AFTER

Positive

- So that we may process your request rapidly, please fill in line 6 on the printed form.
- To ensure prompt deliveries, let's get together to review our bookkeeping practices. Would next Tuesday be convenient?
- Thank you for writing to us about our services.
- If you're as busy as we are, you've probably misplaced our recent bill (mailed three weeks ago). Please send it in soon to maintain your high credit ratings.
- We're proud of our ability to maintain schedules. But we need your help. When you return invoices by the fifteenth, we save time and you save money.

Use Positive Words

POSITIVE WORDS

accomplish	effective	organize	thank you
achieve	efficient	plan	value
advantage	enjoy	please	
appreciate	ensure	produce	
asset	establish	profit	
assist	favorable	promote	
benefit	guide	raise	
build	happy	recommend	
confident	help	reduce	
coordinate	improve	satisfy	
create	increase	serve	
develop	lead	succeed	
educate	maintain	support	

