Audience Profile Sheet

**Reader:**

Current or future student of William Carney

**Reader’s Background:**

Cameron University contains both traditional and non-traditional students. Located in a military town, Dr. Carney teaches both recent high school graduates and older students. Some of these older students are military veterans, wives of the veterans, and soldiers based in this area. Dr. Carney also teaches many new international students in his compositions courses.

I have compiled a list of students who would be accessing this site:

* Recent high school graduates or college freshmen and sophomores
* Non-traditional students
* Junior and senior Multimedia majors
* Junior and senior English majors
* International students

**Reader’s Education:**

1. The reader would be beginning their college education by taking one of his composition courses.
2. The reader may have completed high school or some college and is returning to college again.
3. The reader may be an English or Multimedia major taking his Technical Writing course.
4. The reader may be an English major student taking his Advanced Composition course.
5. The reader may be a freshman or sophomore international student

**Reader’s Expectation of the Website**

1. This reader would need simple access to the website since they are new to college and professors.
2. After tutoring a few of these students, I learned that many returning students have difficulties use computers and technology. They would expect a simple website with easy navigation. They would not appreciate the bells and whistles of other websites.
3. Multimedia students would expect a well-design website since they are getting their degrees in this area.
4. English students would expect a clean and well-written website with no grammatical or punctuation errors.
5. Newer international student would expect simple English to access the websites

**Reader’s Purpose in Accessing Website**

All of the above students would access this website to learn more about their future professor or access documents or other information for their current classes.

Some of the students may access this website to see their professor’s degrees, research, published works, etc. They may make a first impression of their professor before they meet him.

**Reader’s Cultural/Societal Impact:**

The older students may have trouble using technology, so the website would have to be simple and easily accessible.

Newer international students may prefer simple language on the website to provide easier navigation. There are also colors I may have to avoid in regards to their culture.