

Western Governors University

C768 Technical Communication Task 1

A. Audience Analysis

Knowing your audience is important to implementing a new procedure or process. Gauging the audience's level of knowledge of the subject matter is also essential to understanding how to communicate clearly with them. The reader's position in the hierarchy of the company, job duties, and opportunities for professional growth should also be taken into consideration as these factors play into the audience's motivation to understand additional information. Tailoring the presentation of information to different audiences by considering demographics, culture, language, and education level is also imperative to making sure the correct message is being received by each specific audience and tailored towards their personal preferences. Since technical documents are typically not meant to be read in the same style that we read textbooks or novels, it is often best to tailor these documents by highlighting key details and summarizing when possible.

Audience 1

This audience has a technical professional background and they have experience in the IT field. Although they have varying levels of technical proficiency, they will at least have a basic knowledge of the information being discussed. Technical terms can be incorporated into the presentation without having to define basic terms used in the industry (ex: names of programming languages, frameworks, version control, etc.). Of course, because there are varying levels of knowledge and experience, some terms will be defined in more detail when necessary. We can also use the audience's familiarity with the topic to give examples of the new IT process and how it will impact the international community.

The attendees at this international conference have a positive attitude and they are excited to learn the new process for possible implementation into their respective organizations. They are eager for information and motivated about the future. This presentation is highly focused on technology, so the audience will show more interest and pay more attention. We can give them examples of how to use the IT process within their own organizations. Since this presentation is geared toward appealing to a large amount of people from all walks of life, the need for individual preferences would be hard to accomplish and unnecessary in this type of setting.

Attendees of this international conference have a wide variety of cultural backgrounds, so we should take into consideration the fact that English may not be the primary language for a lot of the attendees. It is vital to keep the presentation focused on the major points and provide descriptions when trying to highlight the most vital information. If information is excessive, it is harder to consume and understand. Therefore, providing descriptions and examples of how the IT process will work will keep the audience's attention focused on the goals of the presentation.

Since the presentation will be in English, the assumption is that the audience members will understand English. However, they may not understand slang, sarcasm, or business jargon commonly used in the United States, so this should be avoided. If the audience does not understand terms, it is easy for them to be misinformed and lose interest, so a focused presentation is important.

Attendees at an international conference have a wide demographic. These professionals can be younger, middle-aged, or more mature with different socio-economic backgrounds. There will be men and women from third to first world countries. The presentation should be relatable and focused on the common trait between all attendees – their interest in the development of technology and the IT process.

Audience 2

This audience is comprised of students that attend an online university taking an information technology course. The students may have varying knowledge of the depth of IT. Some students may be taking the course to meet certain credit requirements, while other students have a genuine interest in IT that may lead to a career in this field. The assumption for this course is that students may not have any knowledge of IT at all so the use of technical terms can be incorporated into the presentation but with heavy regard to defining basic terms used in the industry (ex: names of programming languages, frameworks, version control, etc.). Of course, because there are varying levels of knowledge and experience, some terms will be defined in more detail when necessary. To allow for better understanding of the process, it is imperative to give real world examples and demonstrations.

Students that are taking this course will most likely have a neutral attitude towards the material being presented. For someone like me who is counting on building a career in IT, specifically in software development, I will be more eager to consume the information and its processes. However, this is not the case for students who are only taking the class for credit and not necessarily interested in the subject matter. Some students will be more motivated to get a better grade and work harder in the course than others. Also, it is important to note that since this is a smaller audience, students will expect special attention and may have personal preferences. To grab the students' attention, incorporating some humor and individual participation is key.

With the assumption that my colleague and her students speak English and reside in the United States, I can presume that the students will be familiar with the American culture. American pop culture references and current events can be used to add a fun aspect to the webinar when providing examples of how the material can be used in future activities. The webinar can also be presented

in a less formal setting conducive to keeping college students engaged by using tables, graphics, lists, and live demonstrations. This will help make sure the material comes across more clearly to the students while keeping them interested and presenting the information in a more helpful manner for them to take notes.

The webinar will be hosted in English. Therefore, the use of slang or technical jargon commonly used in the United States can be used when speaking about the material throughout the webinar. This will keep the students more interested and will make the material less dull. When there is less of a language barrier between the student and the presenter, it is more likely that the information will be digested and applied properly.

Since this is an online course, the students are more likely to be different ages and may even be professionals already working in their respective fields. For example, a student may work during the day and take the course online in the evening. The advantage of attending an online university is that it allows for more flexible scheduling to accommodate family obligations, jobs and other responsibilities. A webinar is an excellent resource for this demographic as it is accessible digitally and can be used later.

Audience 3

These audience members are part of the IT department and should have some understanding of technical proficiency. Technical terms should be used in the presentation without having to define basic terms used in the industry (ex: committing changes, pushing to the master branch, etc.). If the new process is clearly defined, the members in this department should be able to apply it when asked to do so with minimal direction.

The attitude of these members will most likely be negative because prior processes have failed. Typically, people are resistant to change, so they may be less eager to learn about adapting a new

process. This also makes people less motivated to implement the new process and utilize it along with their usual day to day job duties. It is likely that key members of the department will have some personal preferences and individual needs that may have to be accommodated when trying to adopt the new process. For example, member A might need to go over the process step by step until completion and member B may only need help with one or two steps. For member A, an in-person demonstration may be more effective; but for member B, a phone call will suffice.

When addressing cultural background, it is important to consider company culture as well. According to Doyle (2018), “Company culture is the personality of a company. It defines the environment in which employee’s work. Company culture includes a variety of elements, including work environment, company mission, value, ethics, expectations, and goals”. In this scenario, a company’s goal may be to improve the efficiency of committing new features by using a version control process. We can modify the presentation of this process to the members of the IT department in a way that helps them understand the company’s expectations.

This process will be presented to the members of the department in English. Fellow employees will be familiar with business and technical jargon, the use of acronyms, or terms specific to the company’s culture. To avoid a stale delivery, the presentation can consist of some humor and relatable experiences to grab their attention.

The demographic of members in the IT department will be professional individuals of mixed ages and experience levels. These members will likely have similar schedules and professional goals. The major factor separating the members will be the various levels of their positions - superiors, peers, or subordinates - which may come with different decision-making capabilities and job duties.

B. and B1. Modification of Presentation and Justification

When attempting to alter a presentation to meet the needs of different audiences, it is important to consider detail level, use of professional jargon, vocabulary level, use of visuals and use of humor.

A high-level presentation is a presentation that provides a general description of something without a lot of detail. For example, a high-level presentation of company sales might give the sales figures for each division but would not break down the data beyond that. By contrast, a detailed presentation might give sales figures for each product that those divisions make. With the substantial number of attendees at the international conference it is ideal to keep the presentation at a high-level to reach as many people as possible. Transitioning the presentation to accommodate the needs of the students in audience 2 will consist of breaking it down to low-level parts and explaining things in more detail so the students can learn how to apply the course material.

Nordquist says (2018), “Jargon refers to the specialized language of a professional or occupational group. Such language is often meaningless to outsiders.” Considering this statement, international attendees are not necessarily “outsiders”, but similar in the aspect that these people speak different languages and may not understand the use professional jargon. The use of professional jargon for audience 1 will be slim to none for that reason. However, students from audience 2 will be required to learn jargon specifically used in the IT field, but more importantly, practice speaking the terms used in the course on a regular basis.

Vocabulary level is vital when presenting a new process to people. For native English speakers, it is easier to understand various levels of vocabulary or even slang and humor that is commonly used in the western region of the world. Individuals whose second or even third language is English may not speak English at a sophisticated level, so a simplified vocabulary is key to understanding

when people speak. Attendees from audience 1 will best understand the presentation when a simplified vocabulary is used, and things are explained in a straightforward manner without slang or humor. On the other hand, students from audience 2 are English speakers in an educational setting so it will be easier for them to comprehend a higher vocabulary level. The students in audience 2 are also more likely to understand slang and the use of humor throughout the presentation as both of these tools are often used to add flavor to presentations in the United States.

There are numerous ways that people learn. Some people learn by reading text and can process and apply information into their everyday lives. Other people may be visual and learn best by seeing pictures or demonstrations before they can comprehend and use the information presented. For example, I like to watch YouTube how-to videos for technology related issues I am having, and I can fix these issues by duplicating the steps I am shown. However, when I need to memorize information such as learning a new method or guidelines for a new process to perform a task more efficiently, I learn better when reading the information. The audience 1 attendees may or may not be familiar with certain visuals, so it is best to avoid using them altogether. At an international conference, attendees will not be able to replay the videos to catch anything they missed. As a result, the use of these types of visuals are not likely to be helpful to audience 1. On the other hand, the students in audience 2 would benefit from being shown how-to videos within the presentation. Since they are in a classroom setting and will more than likely be provided with a copy of the materials, using visuals such as how-to videos in the presentation will give them access to an in-motion example of what they are trying to learn. They will be able to duplicate the steps shown in the video when they try to apply the information they learned in the presentation.

The use of humor in a presentation can have various effects on people. Humor is used to make people laugh, lighten the mood or release tension. People can interpret humor in many ways. In

the case of audience 1 attendees, it would be difficult to relate a joke to everyone at an international conference because some people might not understand it, others may get offended or it may be taken out of context, so it is better to remove humor from the presentation. However, audience 2 will be more eager to learn if the presentation incorporates humor and takes a less serious direction. Since audience 2 is in a classroom setting, lightening the mood will also help keep the students engaged and interested in the presentation as it will make it more fun and relatable.

C. Procedural Document

Software Version Control (SVC) consists of software tools that help a software team manage changes to code throughout its life span. Version control software retains all changes of the code in a repository. When mistakes happen, developers can refer to earlier versions of the code, compare their changes and correct the mistake, all while minimizing interruption to the other developers who are part of the same repository.

GitHub has a variety of software tools, the main one being Software Version Control. It is a portal for developers to create software application projects. It can be used to create organizations and collaborate with others to manage code. Users can create an account and personal profile that are compatible with many third-party websites like LinkedIn and Stack Overflow. It works in line with Git and its command line interface (CLI). Members of the repositories are able to create separate branches on their local machines and contribute individually by creating pull requests, evaluating code and merging to the master branch. It keeps track of all changes and versions of code. With that said, I will be demonstrating a sub-process to my colleagues in the IT department from audience 3 by showing them how to create a GitHub account from start to finish.

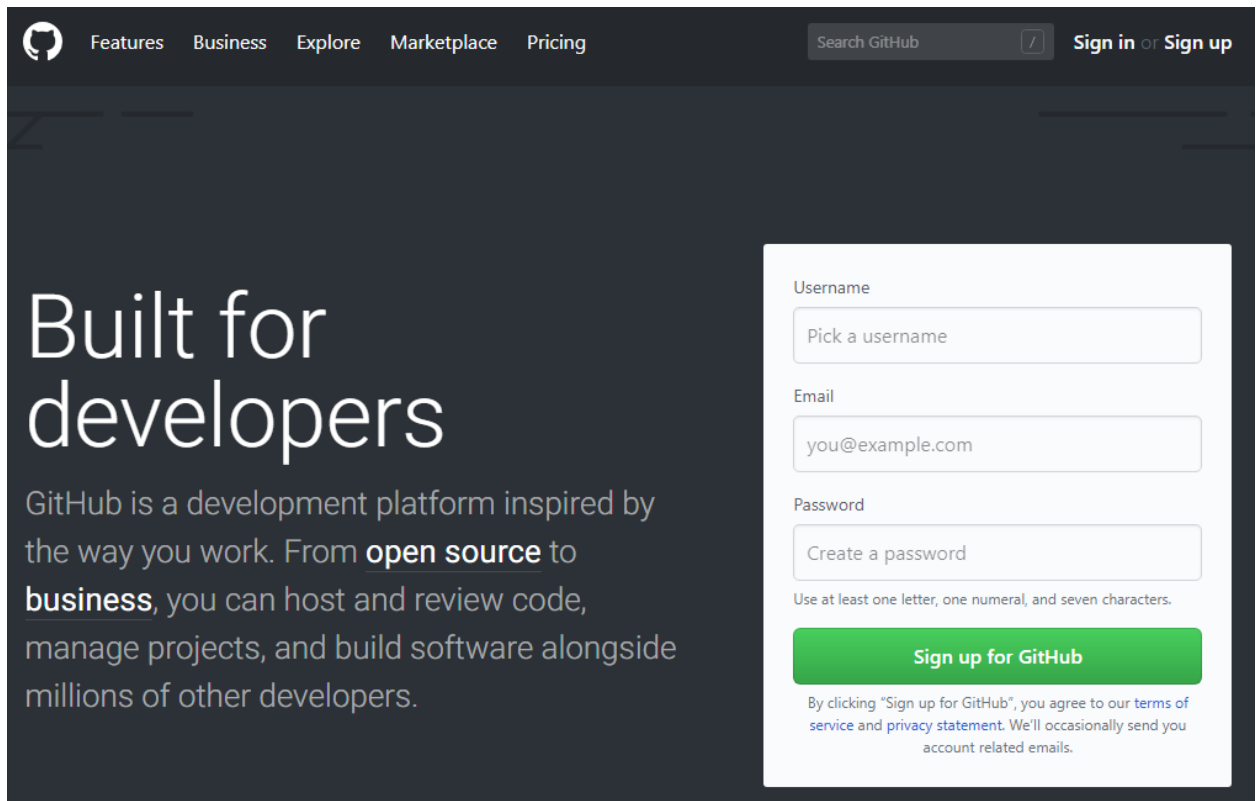
C3 Prerequisite Requirements

1. Windows, Linux or MacOS system

2. Internet Connection
3. Web Browser (Google Chrome, Internet Explorer, Microsoft Edge, Mozilla Firefox or Safari)
4. Email Account (Yahoo, Gmail, Outlook, etc.)

C4 Key Steps




1. Open a web browser and navigate to <https://www.github.com>.
2. Enter a Username, Email Address and Password, then click on “Sign up for GitHub”.

A screenshot of the GitHub website's sign-up page. The page has a dark background with white text. At the top, there is a navigation bar with links for Features, Business, Explore, Marketplace, and Pricing. To the right of these links is a search bar labeled 'Search GitHub' and a link to 'Sign in or Sign up'. The main content area features the GitHub logo and the text 'Built for developers'. Below this, a paragraph describes GitHub as a development platform. On the right side, there is a white sign-up form with three input fields: 'Username' (placeholder: 'Pick a username'), 'Email' (placeholder: 'you@example.com'), and 'Password' (placeholder: 'Create a password'). Below the password field, there is a note: 'Use at least one letter, one numeral, and seven characters.' A green button labeled 'Sign up for GitHub' is positioned below the form. At the bottom of the form, there is a small disclaimer: 'By clicking "Sign up for GitHub", you agree to our terms of service and privacy statement. We'll occasionally send you account related emails.'

3. Select the free account and leave all other options default.

Welcome to GitHub

You've taken your first step into a larger world, @testing1986.

 Completed Set up a personal account	 Step 2: Choose your plan	 Step 3: Tailor your experience
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Choose your personal plan

<input checked="" type="radio"/> Unlimited public repositories for free.
<input type="radio"/> Unlimited private repositories for \$7/month.

Don't worry, you can cancel or upgrade at any time.

☐ **Help me set up an organization next**
Organizations are separate from personal accounts and are best suited for businesses who need to manage permissions for many employees.
[Learn more about organizations](#)

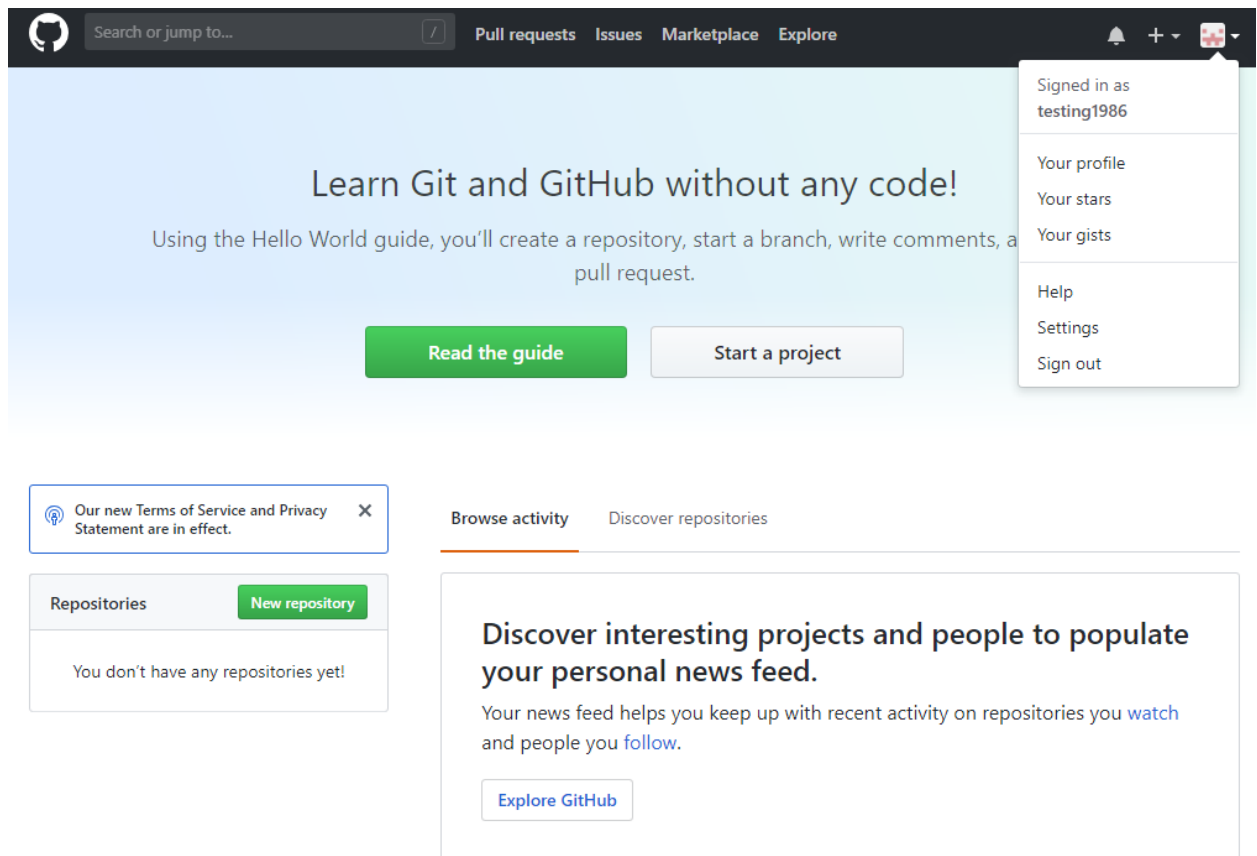
☐ **Send me updates on GitHub news, offers, and events**
Unsubscribe anytime in your email preferences. [Learn more](#)

Continue

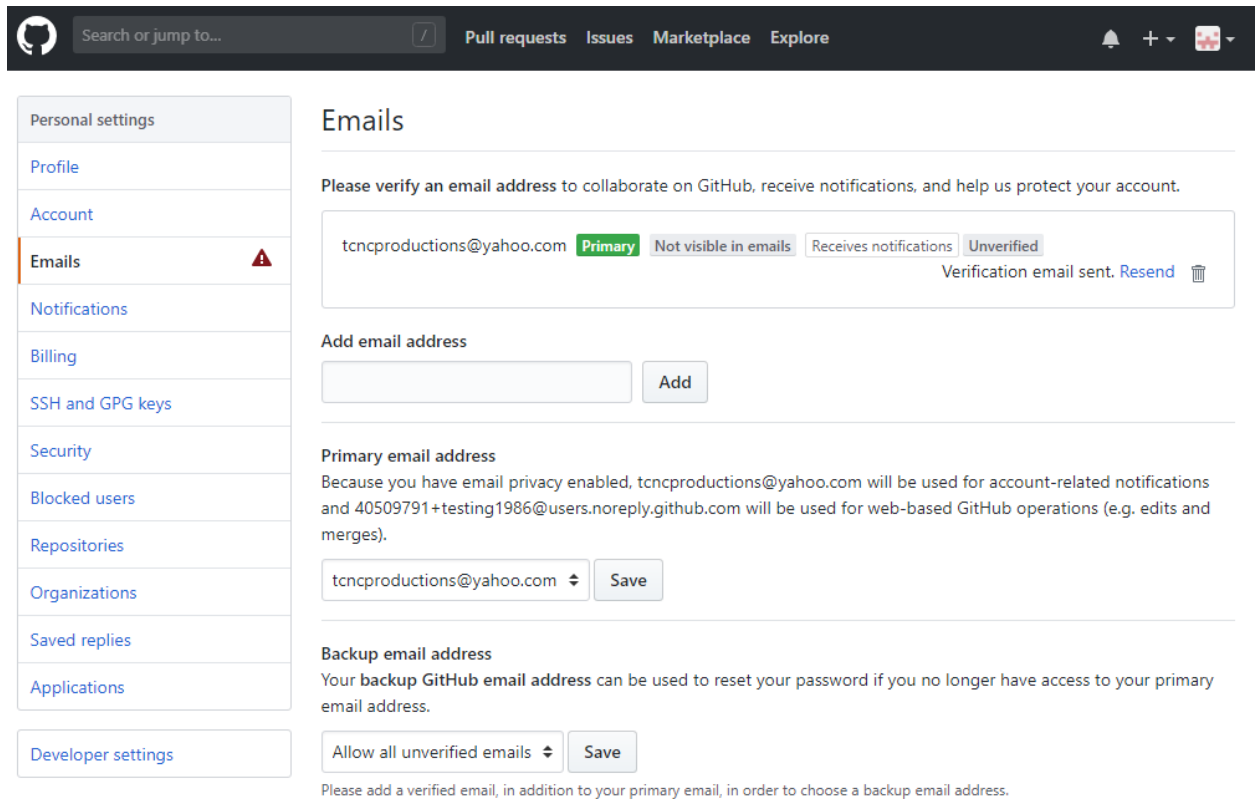
Both plans include:

- ✓ Collaborative code review
- ✓ Issue tracking
- ✓ Open source community
- ✓ Unlimited public repositories
- ✓ Join any organization

4. On the next page select your personal preferences or skip it entirely if you prefer.
5. Your account is created, and you are now on the dashboard page.



6. Now navigate to the inbox of the email address you used to sign up.
7. You will receive a verification email from GitHub. Click the “Verify Email Address” button, which takes you back to your dashboard.
8. Now click the picture on the top right corner, then click “Settings”.
9. Click on the “Emails” tab to the left to check if your email has been verified. If you do NOT see “Unverified” to the right of your email, this process is complete. If you do see that message, try resending the email and repeat steps 6-9.



Personal settings

- Profile
- Account
- Emails** ⚠
- Notifications
- Billing
- SSH and GPG keys
- Security
- Blocked users
- Repositories
- Organizations
- Saved replies
- Applications

Developer settings

Emails

Please verify an email address to collaborate on GitHub, receive notifications, and help us protect your account.

tncnproductions@yahoo.com **Primary** Not visible in emails Receives notifications Unverified
Verification email sent. [Resend](#) 🗑

Add email address

Primary email address

Because you have email privacy enabled, tncnproductions@yahoo.com will be used for account-related notifications and 40509791+testing1986@users.noreply.github.com will be used for web-based GitHub operations (e.g. edits and merges).

tncnproductions@yahoo.com ⌵ Save

Backup email address

Your backup GitHub email address can be used to reset your password if you no longer have access to your primary email address.

Allow all unverified emails ⌵ Save

Please add a verified email, in addition to your primary email, in order to choose a backup email address.

D. APA Source

Doyle, A. (2018, March 16). *Understanding Company Culture*. Retrieved from

<https://www.thebalancecareers.com/what-is-company-culture-2062000>

Nordquist, R. (2018, June 20). *Definition and Examples of Jargon in English*. Retrieved from

<https://www.thoughtco.com/what-is-jargon-1691202>