Recommendation Report Audience Analysis

# Report Topic

# Recommendation Report Audiences

## Decisionmaker & Address

(This is the person or group who can act on your report and their specific mailing address)

## Secondary Audience(s)

## Tertiary Audience(s)

# Decisionmaker’s Personal Characteristics

* What is your decisionmaker’s educational background?
* What is your decisionmaker’s professional experience? Include areas of competence or expertise.
* What is your decisionmaker’s job responsibility? How will the report help them accomplish their job?
* What are your decisionmaker’s cultural characteristics?
* What are your decisionmaker’s personal characteristics?

# Decisionmaker’s Relationship to the Topic

* Why will the decisionmaker read your document?
* What is your decisionmaker’s attitude toward you?
* What is your decisionmaker’s attitude toward the subject?
* What are your decisionmaker’s expectations about the document?
* How will your decisionmaker read your document?
* What is the physical environment in which your decisionmaker will read your document?
* What is the digital environment in which your decisionmaker will read your document?

In learning about your decisionmakers, did you

determine what you already know about them?

interview people?

read about your audience online?

search social media for documents your audience has written?

analyze social-media data, if available?

In planning to write for an audience from another culture, did you consider the following cultural variables:

political?

economic?

social?

religious?

educational?

technological?

linguistic?

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ome good considerations might be:

* How much does your audience know about your topic?
* How much do they care about your topic?
* Do they see it as significant?
* Do they understand the nature of the "problem"?
* How much do they know about your proposed "plan"?
* How might they view your plan as "impractical"?
* What are their concerns about your "plan"?

Diagram

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