

Audience Analysis

TCO 341

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Audience Analysis

- Identifying primary & secondary audiences
 - Primary – those who have a direct role in responding to your document
 - Secondary – those who need to stay abreast of developments in the organization

Which audience has more important needs?

Audience Analysis

- Primary audiences → *Must act on the information you communicate*
- Secondary audiences → *May be affected by what you communicate*
- Nominal audience → *May have a supervisory need to know about what you communicate*

Potential Audiences

- Corporate Annual Report
- New Household Cleaner Ad Campaign
- Presidential Candidate Speech
- Sermon
- Newspaper Editorial
- Internal memo about sexual harassment

Four Categories of Readers

- **Expert** – highly trained individual with extensive theory & knowledge
- **Technician** – individual who applies practical application of theory to real things
- **Manager** – individual who makes organization operate smoothly
- **General reader** – better known as general public

Study these screenshots and identify the intended audience, its purpose and note the characteristics that make it appropriate--or inappropriate--for that audience.

The screenshot shows a web browser window with the title "VERITAS (Very Energetic Radiation Imaging Telescope)". The address bar displays "http://veritas.sao.arizona.edu/veritas/index.shtml". The main content area features a yellow sidebar on the left with a "Table of Contents" section containing links to "Home Page", "Reviews, Status & More", "Introduction & Site Information", "Scientific Objectives", "Technical Details", and "Collaboration". The main content area has a large, stylized "Welcome to VERITAS" heading above a photograph of several radio telescope dishes on a hillside under a starry night sky. The browser's taskbar at the bottom shows various application icons and the system clock at 10:06 AM.

VERITAS - Introduction - Microsoft Internet Explorer

File Edit View Favorites Tools Help

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Address <http://veritas.sao.arizona.edu/veritas/introduction.shtml> Go Links

Google Search Web Search Site PageRank Page Info Up Highlight

INTRODUCTION

Table of Contents

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- [Scientific Objectives](#)
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- [Collaboration](#)
- [Project Office](#)

1. Gamma rays: what are they?

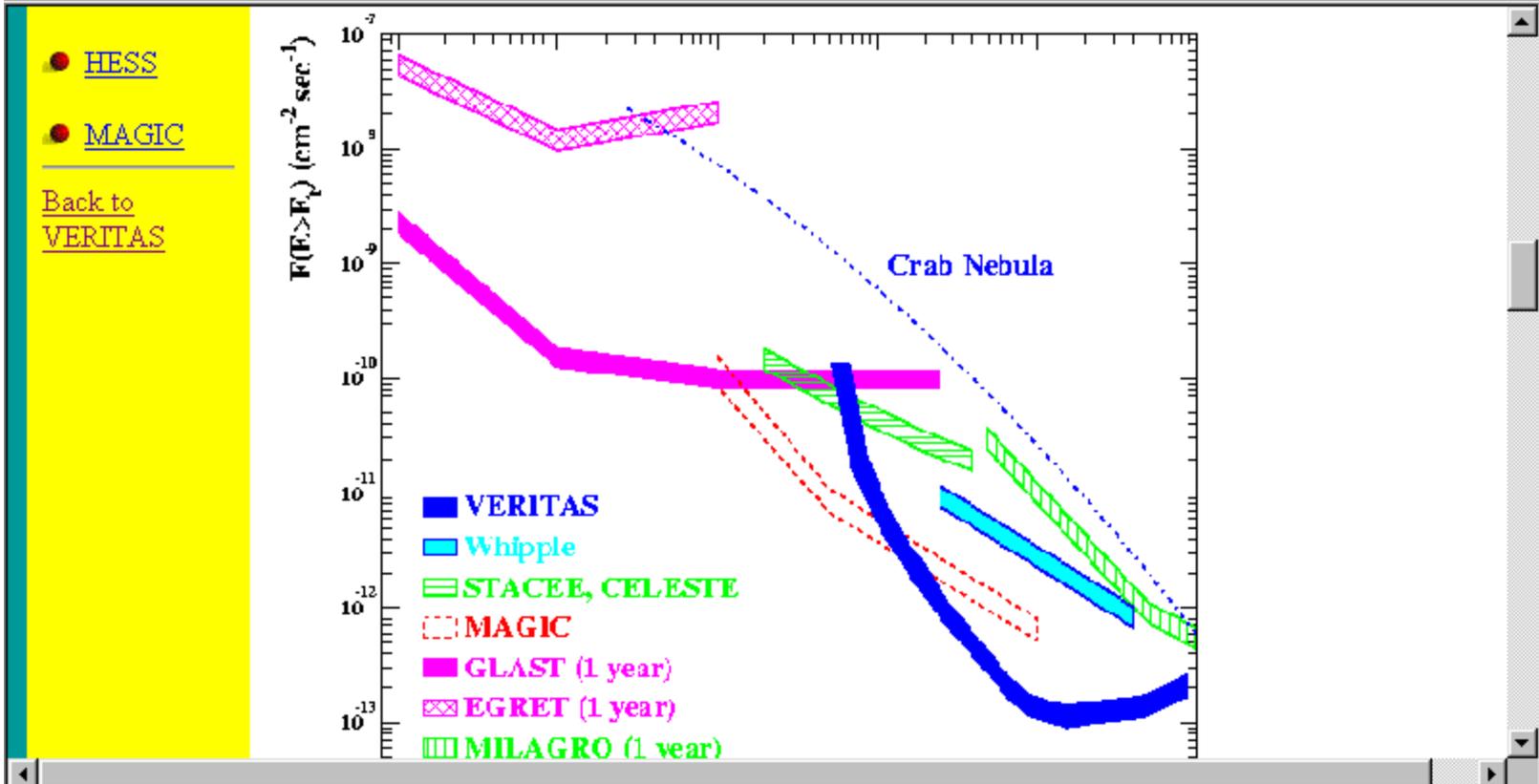
Almost all of our information about the universe beyond our planet comes from the study of electromagnetic radiation. Gamma radiation is part of the electromagnetic spectrum that includes the familiar visible light and radio waves.

All electromagnetic radiation travels as packets of energy call "photons." Gamma-ray photons have many properties similar to photons of visible light and radio waves: they travel in straight lines; they move at the speed of light, and they are not affected by magnetic or electric fields in space.

However, there are also many differences between gamma rays and other forms of energy. For example, a gamma ray photon has one million to one trillion (one million million) times the energy of a photon of visible light. And, unlike photons of radio and visible light, gamma-ray photons cannot penetrate the earth's atmosphere, for they are absorbed by interactions with air molecules ten miles

Done Internet

Start [Icons] 10:07 AM



Analyzing your Audience

- Classify your readers (or listeners)
- Determine categories of readers & listeners
- Determine their purpose & goals
- Determine interest levels
- Determine matching characteristics
- Try to understand what they want from you

Analyzing your Audience

- Consider your reader's:
 - Education
 - Professional experience
 - Job responsibilities
 - Personal characteristics
 - Personal preferences
 - Cultural characteristics
 - Attitudes toward you

Analyzing your Audience

- Consider your reader's:
 - Attitude toward the subject
 - Reasons for reading or listening
 - Method of reading or listening
 - Reading skills
 - Physical environment

Analyze Raytheon

- Investigate the three documents to describe:
 - How the different audiences and purposes affect their content, organization, style, and appearance.
 - Consider such features as paragraph style, sentence structure, level of formality, use of technical vocabulary, and use of graphics and screen design.

Raytheon : 2002 National Association of Asian American Professionals' - Microsoft Internet Explorer

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Address <http://www.raytheon.com/feature/naaap02/> Go Links

Google Search Web Search Site PageRank Page Info Up Highlight

2002 National Association of Asian American Professionals'



Click here

Did You Know?

As a silver sponsor of the 2002 National Association of Asian American Professionals' convention, Raytheon participated heavily during the three-day event, August 16-18, 2002, in Boston. The more than 50 Raytheon employees at the convention exemplified the company's commitment to diversity by moderating discussions, sitting on panels and recruiting a broad mix of people. The theme of this year's convention was "The Commonwealth of Asian American Professionals," focusing on the need to work together to achieve common goals, build better communities and have a positive impact in the workplace. Raytheon has participated in many previous NAAAP annual conventions.

Raytheon Luncheon

Peter Pao, a Raytheon vice president of engineering and technology, gave the opening remarks for the Raytheon-sponsored luncheon on Friday, Aug. 16. He explained Raytheon's definition of diversity and how the company sees diversity as a business imperative that allows for the development of the best solutions. Pao also introduced the luncheon's keynote speaker, Paul Igasaki, the vice chair of the U.S. Equal Employment Opportunity Commission. Igasaki addressed contemporary Asian Pacific American issues, as well as the historical context of many race relations problems that have recently emerged.

Photo Gallery

[Click here to view the 2002 NAAAP photo gallery](#)





(2 items remaining) Opening page [http://www.raytheon.com/feature/naaap02/...](http://www.raytheon.com/feature/naaap02/) Internet

Start [Taskbar icons] 10:17 AM

The screenshot shows a Microsoft Internet Explorer browser window. The title bar reads "Raytheon Newsroom - Microsoft Internet Explorer". The menu bar includes File, Edit, View, Favorites, Tools, and Help. The toolbar contains icons for Back, Forward, Stop, Refresh, Home, Search, Favorites, Media, History, Mail, Print, Edit, and Discuss. The address bar shows the URL: "y/08-23-2002/0001788616&plainNews=Raytheon+Newsroom&EDATE=Aug+23,+2002". The search bar has "Google" selected. The main content area displays the following text:

Raytheon Tactical Tomahawk Completes Landmark First Flight And Will Soon Enter Production

TUCSON, Ariz., Aug. 23 /PRNewswire/ -- Raytheon Company (NYSE: RTN) and the U.S. Navy successfully completed the first demonstration test flight (DT-0) of the Raytheon-produced Tactical Tomahawk today at the Naval Air Systems Command sea range near Point Mugu, Calif. This landmark flight test demonstrated new tactical capabilities for the Navy's next generation long-range precision strike weapon.

"This first successful test flight of Tactical Tomahawk marks the beginning of a new age of strike warfare technology," said Navy Capt. Bob Novak, Tomahawk All-up Round program manager. "It represents the best in industry and government teamwork and allows execution of the low rate initial production contract."

DT-0 demonstrated all pre-launch and in-flight missile functionality. Launched from a vertical ground launcher, the Tactical Tomahawk successfully met all test objectives that included missile performance from pre-flight initialization through simulated attack; demonstration of all flight modes, terminal maneuvers, variable dive angles and fuzing function; and demonstration of two-way satellite communication, en route mission flex and GPS/Digital Scene Matching Area Correlation (DSMAC) navigation.

"We are proud and excited to be a crucial step closer to delivering on our commitment to the warfighter to evolve Tomahawk into a more flexible and

The browser's taskbar at the bottom shows the Start button, several application icons, and the system tray with the time 10:22 AM.

Raytheon : Investor Relations - Microsoft Internet Explorer

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Address <http://www.raytheon.com/finance/> Go Links

Google Search Web Search Site PageRank Page Info Up Highlight

- Corporate Governance
- Financial Releases
- Investor Events
- Printed Materials
- SEC Filings
- Shareholder Information

Hot Topics:

Raytheon aspires to be one of the most admired companies in the world by building value through growth, productivity, and speed. Raytheon's vision is to create superior customer and shareholder value by building world-class financial management practices, systems, and skills necessary to support Raytheon Company's business decisions.

We will increase shareholder value by being externally focused, linking all activities to satisfy our customers fully. We will be quick, responsive, agile, and adaptive. We will remain alert to shifts in our markets, and will continue to respond confidently. We will honor commitments to customers, shareholders, and each other.

Top of the Page

Highlight

Raytheon CEO and CFO Certify Company's Financial Results - [Click Here](#)

Engineering and Construction UPDATE
[click here...](#)

Done Internet

Start | [Icons] | [Taskbar] | 10:23 AM

Audience Adaptation

- How to make technical information more understandable for all audiences! (*what you've all been waiting for*)
 1. **Add information readers need to understand your document.** Check to see whether certain key information is missing--for example, a critical series of steps from a set of instructions; important background that helps beginners understand the main discussion; definition of key terms.

Audience Adaptation

- 1. *Omit information your readers do not need.*** Unnecessary information can also confuse and frustrate readers. For example, you can probably chop theoretical discussion from basic instructions.
- 2. *Change the level of the information you currently have.*** You may have the right information but it may be "pitched" at too high or too low a technical level. It may be pitched at the wrong kind of audience--for example, at an expert audience rather than a technician audience.
- 3. *Add examples to help readers understand.*** Examples are one of the most powerful ways to connect with audiences, particularly in instructions.

Audience Adaptation

- 1. *Change the organization of your information.*** Background information needs to be woven into the main information--for example, in instructions it's sometimes better to feed in chunks of background at the points where they are immediately needed.
- 2. *Strengthen transitions.*** Make connections clearer by adding *transition words* and by echoing *key words* more accurately. Words like "therefore," "for example," "however" are transition words--they indicate the logic connecting the previous thought to the upcoming thought. Strengthen transitions by repeating key words.
- 3. *Write stronger introductions--both for the whole document and for major sections.*** Write a strong introduction to the entire document--make the topic, purpose, audience, and contents clear. For each major section, use mini-introductions that indicate the topic of the section and give an overview of the subtopics to be covered in that section.

Audience Adaptation

- 1. *Create topic sentences for paragraphs and paragraph groups.*** It can help readers immensely to give them an idea of the topic and purpose of a section (a group of paragraphs) and in particular to give them an overview of the subtopics about to be covered.
- 2. *Change sentence style and length.*** An average of somewhere between 15 and 25 words per sentence is about right; sentences over 30 words are to be mistrusted.
- 3. *Break text up or consolidate text into meaningful, usable chunks.*** For nonspecialist readers, you may need to have shorter paragraphs. Notice how much longer paragraphs are in technical documents written for specialists.

Audience Adaptation

- 1. *Use headings and lists.*** Readers can be intimidated by big dense paragraphs of writing, uncut by anything other than a blank line now and then. Search your rough drafts for ways to incorporate headings--look for changes in topic or subtopic
- 2. *Use special typography, and work with margins, line length, line spacing, type size, and type style.*** For nonspecialist readers, you can do things like making the lines shorter (bringing in the margins), using larger type sizes, and other such tactics. Certain type styles are believed to be friendlier and more readable than others.

Questions?