People, Purposes, and Communities

Chapter 2

A World of People and

Purpose

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Analyzing the communication purpose

People, Purposes, and Communities

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Figure 2. A technical product. The primary host is a support system in...
Figure 4. Cathodic Protection of Critical Structures (CP)

Cathodic protection is a method of protecting metal structures from corrosion by supplying an electric current to them. This current causes the metal to become cathodic, which is more noble than the surrounding environment, thus preventing corrosion.

**Diagram:**
- Electrodes are placed in the environment around the metal structure.
- An electric current is supplied to the system, making the metal cathodic.
- The current prevents the metal from corroding by making it nobler than the surrounding environment.

**Description:**
- The diagram shows the basic setup of cathodic protection, including the electrodes and the electric current flow.
- It illustrates how the electric current flow prevents corrosion by making the metal more noble.

**Explanation:**
- Cathodic protection is widely used in industries such as oil and gas, where pipelines can be protected from corrosion.
- It is also used in water treatment plants and swimming pools to prevent metal corrosion.
Audience Analysis Worksheet

Objective: To identify your audience and tailor your communication to meet their needs.

1. Define your target audience.
   - Who are you communicating with?
   - What do they know?
   - What are their attitudes?
   - What are their needs?
   - What are their expectations?

2. Consider the context.
   - Is the audience familiar with the topic?
   - Is the audience concerned with the topic?
   - Is the audience interested in the topic?

3. Identify the purpose of your communication.
   - What is the goal of your communication?
   - What is the expected outcome?

4. Determine the tone and style of your communication.
   - Should your communication be formal or informal?
   - Should your communication be clear or ambiguous?

5. Consider the medium.
   - How will your audience receive the communication?
   - How will your audience interact with the communication?

Analyzing the Communication Context

Identify the needs of your target audience by considering the following:

- Demographic information (age, gender, income)
- Psychographic information (values, beliefs, attitudes)
- Behavioral information (purchase behavior, use of technology)

Consider the audience's familiarization with the topic.

- Is the audience familiar with the topic?
- Are there any preconceived notions about the topic?

Consider the audience's readiness to receive information.

- Are they open to new information?
- Are they ready to make a decision?

Consider the audience's capacity to receive and process the information.

- Are they able to pay attention to the information?
- Are they able to retain the information?

Consider the audience's commitment to act on the information.

- Are they willing to take action?
- Are they able to take action?

Consider the audience's ability to understand the information.

- Are they familiar with the concepts and terms?
- Are they able to interpret the information?

Consider the audience's motivation to act on the information.

- Are they driven by a need or desire?
- Are they driven by a sense of obligation?
Chapter 2: A Venn of People and Purpose

Conducting Audience/Purpose Interviews

These cards serve as a reminder to focus on:
- Your core demographic
- Target audience
- Market size
- Industry
- Competitors
- Marketing channels
- Key performance indicators

The audience/purpose interview is a critical component of the interview process. It helps to identify the target audience and understand their needs and preferences. The interview should be conducted with the goal of identifying:
- Who the audience is
- What they need
- How they prefer to receive information
- What motivates them

This information is used to inform the design of the product or service. The interview should be conducted in a manner that is respectful and professional. The interviewee should be asked questions that are clear and concise. The interview should be recorded and reviewed to ensure that all questions are asked and all responses are documented.
Audiences are not Passive

To communicate effectively to your audience, you must understand their needs and interests. The audience is not passive; they are actively engaging with your message. To be effective, you must be aware of their needs and adjust your message accordingly. This can be done by using research tools such as surveys or focus groups. By understanding your audience, you can tailor your message to their specific needs and interests. This will help ensure that your message is relevant and engaging, increasing the likelihood of a positive response.

Audiences and Purposes of Technical Communication

Typical Audiences and Purposes for Technical Communication:

- **Audience:** Engineering team
  - **Purpose:** To explain the technical details of a new product.

- **Audience:** Management team
  - **Purpose:** To present financial data and trends.

- **Audience:** Marketing team
  - **Purpose:** To create promotional materials for a new product.

- **Audience:** Sales team
  - **Purpose:** To provide training on new sales techniques.

- **Audience:** Customers
  - **Purpose:** To provide product usage instructions and troubleshooting tips.

- **Audience:** Internal stakeholders
  - **Purpose:** To communicate updates on project status and milestones.

Using Information from Your Audience

To effectively communicate with your audience, you must gather information about their needs and interests. This can be done through various methods such as surveys, interviews, or focus groups. Once you have this information, you can tailor your message to their specific needs and interests. This will help ensure that your message is relevant and engaging, increasing the likelihood of a positive response.

Conclusion

In conclusion, understanding your audience is crucial to effective communication. By tailoring your message to their specific needs and interests, you can increase the likelihood of a positive response. This can be done through various methods such as surveys, interviews, or focus groups. By gathering information about your audience, you can effectively communicate your message to them.
The Collaboration Window

Exercises

1. Select a topic with which you are familiar. Choose from biology, your job, or a hobby. Write the Exercise 1. and then try answering the questions provided.

2. Focus on your topic. Based on your experience with Exercise 1, model the content. The title should be in a larger font and centered. The body text should be in a smaller font and justified.

3. Review Checklists:

- Patient engagement
- Patient satisfaction scores
- Patient satisfaction scores (strategic)
- Patient satisfaction scores (strategic, strategic, strategic)
- Patient satisfaction scores (strategic, strategic, strategic, strategic)
- Patient satisfaction scores (strategic, strategic, strategic, strategic, strategic)
- Patient satisfaction scores (strategic, strategic, strategic, strategic, strategic, strategic)
- Patient satisfaction scores (strategic, strategic, strategic, strategic, strategic, strategic, strategic)

4. The patient satisfaction scores:

- Patient satisfaction scores (strategic, strategic, strategic, strategic, strategic, strategic, strategic, strategic, strategic, strategic)
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The problem is to find out what's going on. Is it a problem that needs to be solved? What's the next step?

Lay this down on the floor or the wall. What does it mean? What does it imply?

The public focus on the press release when coming to the company's decision.
CHAPTER 3

Designing Usable Information

The Global Window

The Global Window is a software tool that allows you to design and implement user interfaces. It provides a visual interface for creating and managing user interfaces, including forms, menus, and dialog boxes. The Global Window is used to create user interfaces for applications and websites, and it supports a variety of platforms and programming languages.

Click on This

The Global Window is a powerful tool for designing user interfaces, but it can also be overwhelming to use. This guide will help you get started with the Global Window by providing a step-by-step tutorial for creating a simple user interface.

1. Open the Global Window and create a new project.
2. In the main window, select the "Form" tab.
3. Add a new form to the project.
4. Design the form by adding controls such as text boxes, buttons, and checkboxes.
5. Test the form to ensure it works as intended.

Tips for Using the Global Window

- Use the Global Window's built-in help system to learn more about its features.
- Save your work frequently to avoid losing progress.
- Experiment with different design approaches to find what works best for your project.

FAQ

Q: How do I add a new control to a form?
A: In the Global Window, select the "Form" tab, and then click on the control you want to add. Drag it onto the form to add it to your design.

Q: Can I customize the appearance of the Global Window?
A: Yes, you can customize the appearance of the Global Window by changing its skin. To do this, click on the "Options" button in the Global Window's menu bar, and then select "Customize." From there, you can select a new skin or create your own.

Q: How do I test my form in the Global Window?
A: To test your form, click on the "Run" button in the Global Window's menu bar. This will open your form in a new window, allowing you to test its functionality.

Q: What is the difference between a form and a window in the Global Window?
A: A form is a reusable unit of user interface that contains controls and layout information. A window, on the other hand, is a container for a form and other objects. Forms are grouped within windows, and windows can be grouped into groups. Forms and windows are the building blocks of the Global Window's user interface.