

Specific Guidelines for Analyzing the Audience and Focusing on the Purpose of Technical Communication

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1. Background of audience members
 - 1.1. Educational
 - 1.2. Professional
 - 1.3. Cultural
 - 1.4. Personal
2. Purpose of document or presentation
 - 2.1. Educate
 - 2.2. Inform
 - 2.3. Instruct
 - 2.4. Narrate
 - 2.5. Describe
 - 2.6. Classify
 - 2.7. Define
 - 2.8. Analyze
 - 2.9. Enumerate
3. Considerations for an international audience
 - 3.1. Choose appropriate vocabulary
 - 3.1.1. Limit jargon
 - 3.1.2. Omit idioms
 - 3.1.3. Provide a list of terms with definitions
 - 3.1.3.1. Abbreviations
 - 3.1.3.2. Acronyms
 - 3.1.3.3. Initializations
 - 3.2. Construct brief sentences
 - 3.3. Use active (not passive) voice verbs
 - 3.4. Incorporate appropriate graphics

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