English 3105 and 3107: Technical Writing

**Assignment: Audience**

Vital Statistics

* **Due Date:**. February 27, 2009.
* **Drafts Due :** February 13, 2009. **Bring 4 full drafts to class!**
* **Conferences:** February 16-20, 2009. You will be conferencing with me and three or four of your classmates.
* **Length:** at least 1500 words; no more than 2100 words.
* **Research Requirement:** Minimal; [see below for details.](file:///E:\249cw\audience.html#Research)
* **Unusual Requirements:** You must include your article with the final drafts of your paper. [See below.](file:///E:\249cw\audience.html#Research)
* **Questions?** Ask in class.

Details

People communicate with different audiences differently. You know this from your own experience. Most people don't speak the same way to their parents as they do to their friends, nor do they speak the same way to their professional colleagues and peers as they do to their strictly social acquaintances. This assignment requires you to use this practically unconscious social practice and the information in your textbook in your writing.

**Here's the research part.** Carefully choose a news item ***pertinent to your major***from a ***recent professional journal*** in your field. When most people write, they have a specific audience in mind, and these journals are no different: they cater to professionals in your field. But often the information is relevant to other audiences, hence your assignment.

**Rewrite the article for three specific audiences:**

1. Your colleagues in your projected profession (i.e., nurses if you're in the nursing program, teachers if you're an ed major, software engineers if you're studying computer science).
2. The clients of this profession (i.e., patients, students, the customers of the software programs).
3. A five-year old child. If you are an early childhood or elementary education major whose client might well be a five-year old child, see me, and we'll come up with another option.

**Things to remember when writing this assignment:**

1. **Choose your article carefully!**
   * The content must be appropriate for and relevant to all three audiences.
   * The article must come from a professional, academic journal in your field! Go to [the library's list of periodicals by subject](http://tnstate.edu/library/serials/serialsub.htm) or the [list of electronic journals](http://fj8cm8pf4g.search.serialssolutions.com/) to find the professional journals in your field.
   * Articles from general newspapers and websites are *not acceptable*; papers based on articles from general publications will automatically receive an F.
   * The article should be long enough to express complex ideas, but short enough to re-write three times within the page limit, without taking the majority of the paper to explain the very concept to a child. Aim for 10-20 pages.
2. **Keep to your purpose!** Each re-writing of the article should focus on its purpose. The purpose need not be the same for all three audiences; in fact, it probably shouldn't be.
3. **Use different forms of technical writing as appropriate!** You are free to write memos, short proposals, business letters, or mock e-mails if they are appropriate to your audience and purpose.
4. **Identify the audience of each section clearly and specifically!** Labeling your sections "Colleagues" and "Clients" tells your readers (your classmates and me) nothing. Tell us exactly who your clients and colleagues are.
5. **Document your information!** All information from outside sources--including the original article--must be documented to avoid a failing grade. Credit your information in a way appropriate to your audience, form, and purpose.
6. **Do not plagiarize!** Using the original (or minimally adjusted) wording of the article, even with citation, is plagiarism unless it is a direct quotation and marked as such by punctuation.
7. **Include a copy of the original article with your final draft!**

**Due Date:** February 7, 2009.