

Major Assignment 3: AUDIENCE ANALYSIS & SITE STUDY

Reader(s) Profile- Consider your target audience for this Engagement Guide and estimate the following factors based on what you know about these communities or have researched so far.

Estimated Education Level: All levels of education.

Professional Experience: Any professional experience.

Cultural Characteristics: All cultures are included.

Attitude Toward the Writer: The audience does not show an attitude towards the writer of the subject.

Attitude Toward the Subject: Shame, exploration of what is domestic violence and facts, want to learn more about the types of abuse.

Expectations about the Subject: Learn more about domestic violence, see if their situation fits the description of domestic violence, find resources.

Expectations about the Document: learn about domestic violence without going through a lot of websites. A summary of facts of domestic violence and resources.

Reasons for Reading the Document: Learn more about domestic violence and start a conversation about situations (personal knowledge or someone else's situation).

Way of Reading the Document (print, digital, etc.): digital and print

Skim it digital Study it print Read a portion of it digital Which portion? The QR-codes

Modify it and submit it to another reader No modification, but it can be send to another reader.

Attempt to implement recommendations There are no specific recommendations, as it is something very personal, but the victims will know they are not alone and that there are resources they can use to get away from their abusers.

Use it to perform a task or carry out a procedure Yes, the QR-codes send the reader to resources like the National Domestic Violence Hotline that has chat, phone, or web access to help. Also, it has a link for programs in Tennessee that help DV victims.

Use it to create another document

Yes, it can be used to make another document and expand the information by using the sources links.

Other _____ Explain.

Reading Skill: Elementary school reading level.

Reader's Physical Environment: If it's a victim, they might be leaving with their abuser. In this case, the document can be saved to their phones (digital).

Site Study: Approximate information about your target audience's situation and location.

This section may not be applicable due to the subject, domestic violence, because it does not discriminate and virtually anyone can be a victim—or abuser. So, it can happen anywhere and anytime.

Historical context of your site/location:

Estimated population makeup: The incidence is 1 in 4 women, and 1 in 9 men. Women and children are the most affected by DV.

Geographical factors (i.e. land boundaries, major streets, etc.): People (victims) will tend to seek help mostly in big cities, than in rural areas.

Events or news coverages about the issue in this locale: Coverage mostly in big cities, not so much in rural areas, by local news stations.

Organizations in place to address issue (if any—i.e. non profits, community orgs, etc): I made a list of places that have programs that deal with domestic violence in Tennessee. It is listed by congressional district, and each program lists the address and phone. This list is presented in a pdf document (additional from the infographic).

Location's connection to surrounding area, neighborhoods, city and/or adjacent issues: Resources specifics to Tennessee.