

## Audience Shift Answer Key

Answers will vary, but strong responses should:

- Demonstrate clear **audience awareness**.
- Adjust vocabulary, tone, and level of detail.
- Keep steps accurate while modifying style and complexity.

Possible elements for the kid friendly rewrite:

- Simple verbs such as open, tap, pick.
- Clear reassurance such as wait until you see the check mark.
- Short, direct instructions.

Possible elements for the expert rewrite:

- Terms such as authenticate, initiate upload, verify synchronization.
- Concise language with precise actions.
- Mention of file directories, auto sync settings, or bandwidth considerations.

### Teacher's Guide

- Use this worksheet to help students practice **audience adaptation**, which is essential in technical communication.
- Explain that good writers adjust tone, vocabulary, and complexity depending on who will read the instructions.
- For differentiation:
  - Provide sample rewrites for one audience and let students model the other.
  - Offer vocabulary lists for both simple and advanced phrasing.
  - Let emerging writers start with fewer steps and build up from there.
- For engagement:
  - Have students exchange rewrites and guess which audience each one is meant for.
  - Let students compare how user manuals, websites, and apps adjust instructions for different users.
- For extension:
  - Ask students to add a third rewrite for an international audience with limited English proficiency.
  - Have students create their own base process and adapt it for two or three audiences.