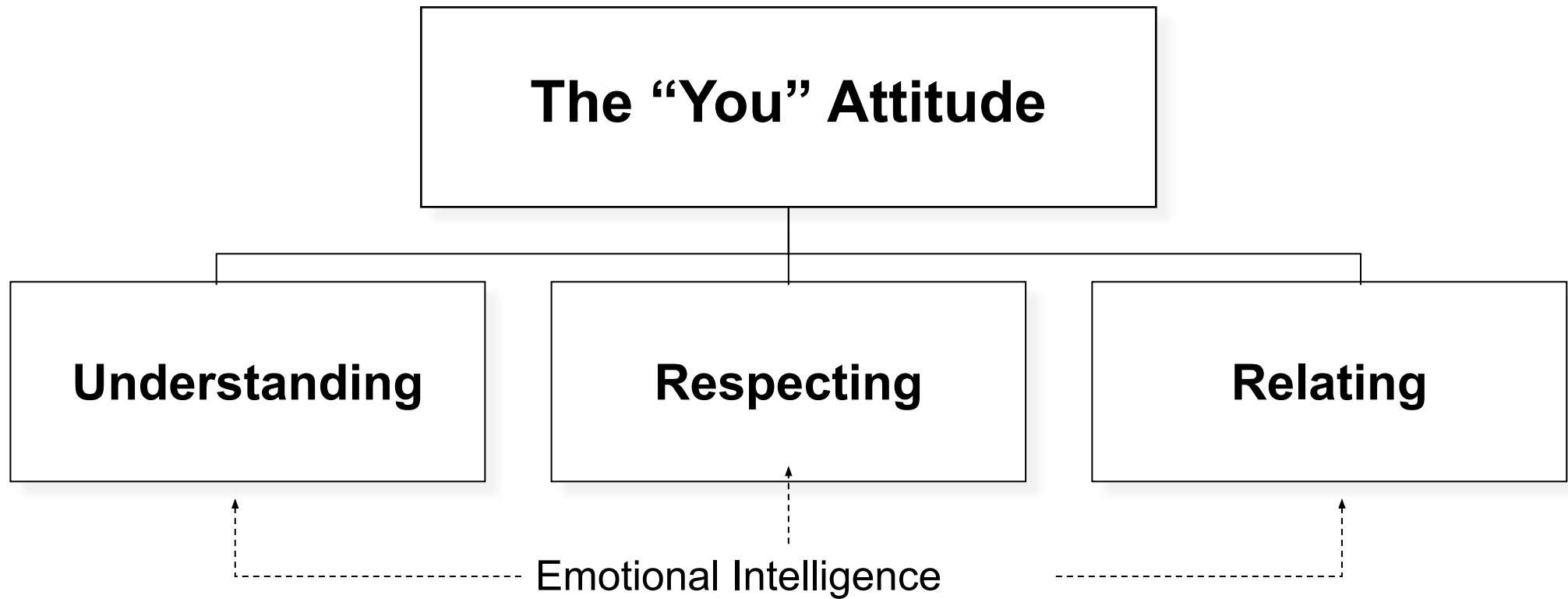


The “You” Attitude

Class activity

May 26, 2021

The Audience-Centered Approach



Scenario:

A memo from your boss has come across your desk stating that she wants you to prepare a proposal to compete in the “San Diego 5th Grade Field Trip Extravaganza”.

A new endowment in a California school system has provided funds for 300 students of the 5th grades to go on an educational/fun field trip. Because there are several locations in California to consider, the school Superintendent will invite 3 area organizations to give a presentation to students. The students will eventually choose one organization to visit.

Pretend that you are the newly hired business manager for the San Diego Zoo, in charge of securing group tours. You will have to plan two business messages.

Questions

- Describe your two audiences and state the specific purpose of each message?
- Think about the types of information that the audience would want to know?
- How could you use the you-attitude to gain the interest of your two audiences?