

# Memo

Linguistics, English



**Memo Audience profile** The audience for the memo is Anne Brown, Division Manager. Ms. Brown is a manager at the company and, therefore, an internal audience. She has extensive understanding of the topical issue since she has been at the center of the implementation of the entire project. The company mandated Ann Brown with managing the detour. As such, she understands every aspect of the project.

All she needs to know in this context is the effects the detour is likely to have on the local communities. She, therefore, demands an exhaustive analysis of the local Indonesian community concerning the inconveniences they may suffer during the detour. She needs exhaustive information that will enable her influence formulation of an appropriate public relations campaign.

The audience requires utmost formality in this context. The memo is an official document that will influence successive undertakings at the company. She will file the memo for future references a feature that requires formality. The audience values exhaustive and objective communication. She requires an extensive analysis of the effects that the detour will have on the local Indonesian communities.

Key among the benefits of the audience is the fact that she is a professional in the sector. This implies that she will readily understand the concepts I will address. Furthermore, she understands the project and will easily transform the ideas I will present into appropriate public relations campaigns.

Internal memo

To: Anne Brown, Division Manager

From: Janeth Mingas, Research Team

Date: March 23, 2015

Subject: Indonesian Audience Analysis

While the planned detour is inevitable, it will present a number of adverse ramifications on the rural Indonesian community. The planned diversion traverses large plantations of chili, coffee and team among other crops. The terrain is rugged but has a clean and quiet atmosphere. As such, the diversion that seeks to make large trucks move through the rural villages will cause immense disruptions on the community's way of life. Key among the social and cultural features of the community are:

- I. The people are farmers who own and work on their vast plantations.
- II. A section of the community rear herds cattle and goats
- III. The people rely on rivers as their main sources of water
- IV. The people walk in most occasions as they run their errands. The community therefore has a number of footpaths.

With such an overview and basic understanding of the community, the research team will investigate the effects that the diversion will have on each of the above features among many others thereby creating an appropriate campaign message. The team members will undertake their duties as follows:

Name and position

Assigned task

Completion date

Janeth Mingas (Team leader)

Analysis of environmental pollution

25/03/2015

Ranisha Randle

Analysis of the disruptions on the way of life

25/03/2015

Man Nguyen

Analysis of cultural shocks

25/03/2015

The team will carry out an extensive analysis of the nature of the detour on its effects on the local community thereby developing an effective public relations campaign that will inform the locals thereby safeguarding the reputation of the company

Thanks

Janeth Mingas, Team leader