

COURSE TITLE	INCLUSIVE CONTENT WRITING FOR A U.S. AUDIENCE
COURSE OBJECTIVES	<p>Upon completion of the course, learner will be able to:</p> <ul style="list-style-type: none"> • Explain the impact of the foreign-born audience in terms of population size and spending power. • Examine common language issues that prevent an English language learner from comprehending text. • Identify the appropriate reading level for a truly mainstream audience. • Revise your writing for an audience of English language learners.
AUDIENCE	Content writers, content marketers, advertisers, product managers

Module 1: Are You Writing for a Truly Mainstream U.S. Audience? (Instructional Video)	
Module Objectives	<p>Learners will be able to:</p> <ul style="list-style-type: none"> • Discuss the importance of including people who have immigrated to the US into the mainstream audience in terms of population statistics and spending power. • Explain the challenge of writing for a diverse U.S. audience. • Contrast the differences in language proficiency between native speakers, language learners with limited proficiency, and those who speak English “very well.”
Citations	<ul style="list-style-type: none"> • Key Findings About U.S. Immigrants (2019). Pew Research. • 6 Facts About English Language Learners in Public Schools (2018). Pew Research. • English Speaking Ability of the Foreign-Born Population in the United States (2014). U.S. Census.

Frame	On-Screen Text	Narration	Visuals + Assets	Notes
0		Is your content losing you an audience	Narrator	

INTRO		<p>of 30 million prospects or learners?</p> <p>Hi. I'm Teagan Carlson. I'm a freelance writer and instructional designer.</p> <p>Today I'm going to talk about why our content writing best practices may need to change.</p>		
0.1 TITLE	<p>Teagan Carlson</p> <ul style="list-style-type: none"> ● M.A. Educational Psychology ● English and ELL teacher ● Content writer ● Instructional designer 		<p>Image Assets:</p> <ul style="list-style-type: none"> ● Graduate cap <p>[Animation]</p> <ol style="list-style-type: none"> 1. Cap falls on static image of TC (head) 2. Mustache drawn on face 	
1	<p>[Animated list]</p> <ul style="list-style-type: none"> ● Educate ● Inform ● Entertain ● Persuade ● Sell 	<p>Writers create content with different objectives in mind. Our content can educate, inform, entertain, persuade, and it can sell.</p>	<p>Background: White, clean Instructor: left or right justified</p> <p>[Animate list] appears after 3 seconds, synch with narration</p>	<p>Narrate list slowly</p>
2	<p>Content writing "best practices"</p> <p>[Animated examples] Headings, subheadings, bullets, numbering, call-outs, text blocks,</p>	<p>Whatever the purpose, good content writers follow certain "best practices" to keep an audience reading.</p>	<p>Image Assets:</p> <ul style="list-style-type: none"> ● piece of content with headings, subheadings, bullets, etc. <p>Same background and instructor positioning</p>	

	graphics		Text mock-up with carrots, animates immediately with narration [Animated text] Headings, subheadings, bullets, numbering, call-outs, text blocks, graphics	
3	To create content for a mainstream U.S. audience, you may need to reconsider how you write.	But to reach the millions of people who have immigrated to the United States, this may not be enough. To create content for a mainstream U.S. audience, we may need to reconsider how we write.	Image Assets: on-screen text [Animated text] sync with narration Same background and instructor positioning	Thesis statement should be read with emphasis

4		Before we talk about <i>how</i> our writing needs change, let's talk about <i>why</i> the change is needed. Let's look at our audience.	Same background and instructor positioning	This is a transition--narrator leaves to be replaced by images and animations with VO
5	[Image 1] 44 million people [Image 2] 13.6% of the population [Image 3] Spending power	There are about 44 million people living in the United States who have emigrated from other parts of the world. This represents 13.6% of the U.S. population. It's a group that has a combined spending power of \$926.9 billion!	Image Assets: <ul style="list-style-type: none"> ● Image of U.S. ● Person icon ● Pie graph 13-14% ● Money bag Animation Assets: <ul style="list-style-type: none"> ● Person-icons populate US map 	On same screen or split-up

			<ul style="list-style-type: none"> • Pie graph animates from 0- 13-14% • Dropping money bags <p>Images synced with narration [Image 1] bottom-center U.S. map [Image 2] left justified Pie chart [Image 3] right justified Money bags</p>	
6		The U.S. immigrant population is truly a melting pot. People emigrate from many different countries and regions.	<p>Animation should begin immediately, with narration</p> <p>Image Assets:</p> <ul style="list-style-type: none"> • World map • Flags with <ul style="list-style-type: none"> ○ 25% Mexico ○ 6% China ○ 6% India ○ 5% Philippines ○ 4% Middle East ○ 8% Central America ○ 7% South America <p>Animation Assets:</p> <ul style="list-style-type: none"> • Drop pins on appropriate parts of the world 	If animation not possible, image of world map with animated text pop-ups
7	<p>[Side 1] Limited English Proficiency (LEP)</p> <p>[Side 2] Speak English “very well” (according to U.S. census guidelines)</p>	<p>And they have varying levels of English language proficiency.</p> <p>About 50% of the population has limited English proficiency. This means they don’t speak English “very well” according to US Census guidelines.</p>	<p>Image Assets:</p> <ul style="list-style-type: none"> • stock character: Asian, female • stock character: Latinx, male <p>50/50 with images of two characters, representing two levels of proficiency</p>	Citation: ACS (2015) US Census Bureau

		The other 50% do speak English “very well.” That seems like a lot, but the figure may be misleading...	<p>[Side 1] [Image 1] Image of an Asian woman</p> <p>[Side 2] [Image 2] Image of a Latinx man</p>	
8	US Census, American Community Survey	You see, the statistics on English language proficiency are based on survey responses. So two people who respond that they speak English “very well” could mean very different things.	Image Assets: Screenshot of census questions	
9	“Very Well” may mean different things to different people...	<p>For one person, it may mean the ability to read academic text in English.</p> <p>For another person, it may mean the ability to hold a basic conversation in English.</p> <p>This second person may be able to understand conversational English, but they may struggle with reading more complicated text.</p>	<p>Animation Assets:</p> <ul style="list-style-type: none"> ● stock character: Latinx, male; reading academic textbook ● stock character: middle eastern, female; talking on phone <p>May use [Image 2] character image from Screen 7 for [Image 1] here</p> <p>[Image 1] center-right [Image 2] center-left</p>	<p>“Very well” placed in a dialogue bubble on screen?</p> <p>If animation not possible, use images</p>
10	<p>Content Writing Conventions for a Truly Mainstream U.S. Audience</p> <p>Course objectives:</p>	<p>Simply put, a significant portion of our audience may have trouble understanding a lot of the content that we publish.</p> <p>To better reach this audience, we need to reevaluate our writing conventions.</p> <p>After completing this course, you will be able to:</p> <ul style="list-style-type: none"> ● Identify common writing techniques 	<p>Narrator back on screen</p> <p>Animated text appears with narration</p> <p>[Animated text]</p>	

		<p>that may obstruct an English language learner's comprehension of the text.</p> <ul style="list-style-type: none">● Revise your own writing so that it meets the needs of a truly diverse, U.S. audience.		