

CONSIDERING AUDIENCE IN WRITING

Directions: Answer the main question for each item in the box below each question. Use the additional questions (in smaller font) to help you think further and elaborate your answers.

1. What's the age of my audience?

*Older audiences: How formal should I be?

*Younger audiences: Is my vocabulary/tone clear?

2. What does my audience know about my topic?

*How much jargon can I use? If I do use it, should I define it?

*Is the rest of my vocabulary appropriate?

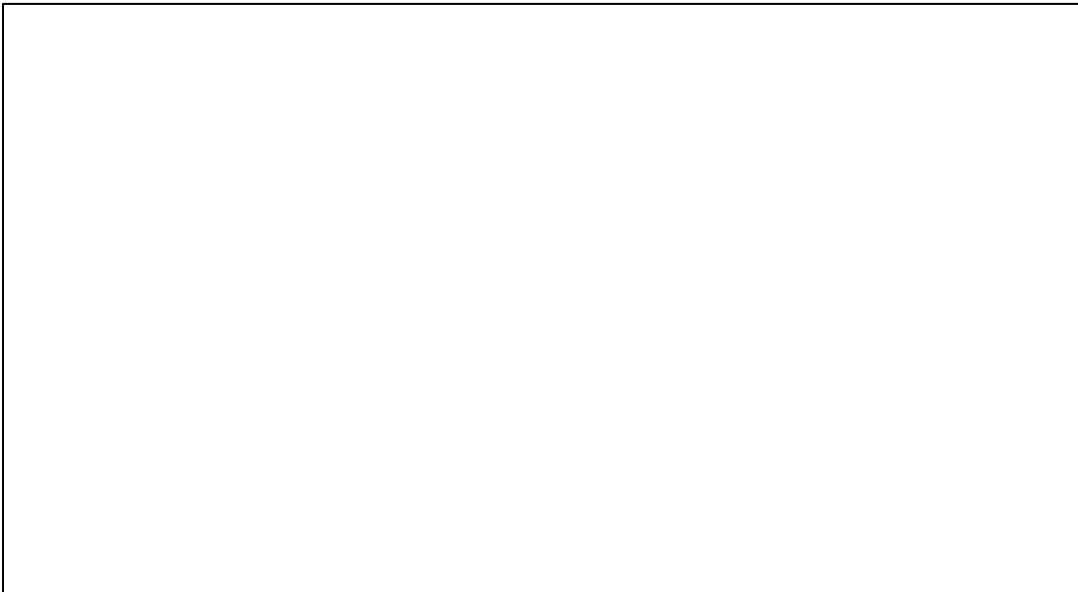
CONSIDERING AUDIENCE IN WRITING

3. How can I describe my audience?



- * Personal: How familiar can I be? Can I be informal?
- * Professional: Should I be formal or serious?

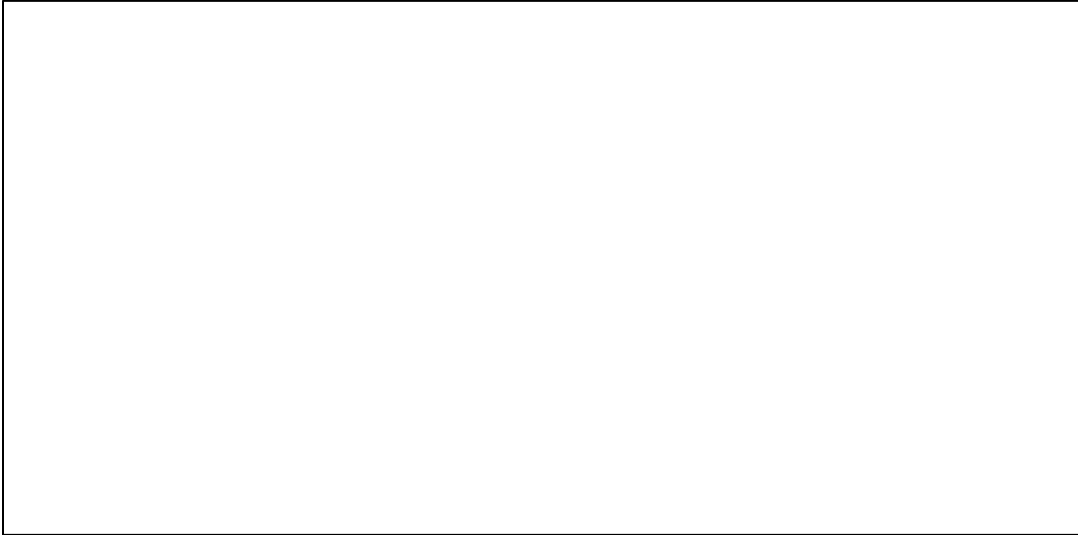
4. What is my audience's cultural background?



- * How can I explain and describe in ways to which they can relate?
- * How can I consider my audience's lives and experiences so they might understand my writing?

CONSIDERING AUDIENCE IN WRITING

5. What shared interest do I have with my audience?

A large, empty rectangular box with a thin black border, intended for the student to write their answer to question 5.

*What common interests can I use to connect to them?

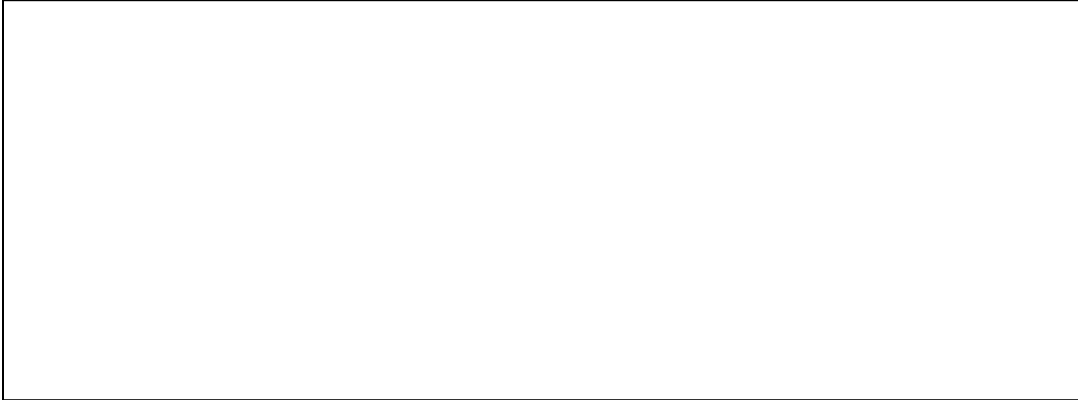
6. What is an event or example that my audience would understand and find interesting?

A large, empty rectangular box with a thin black border, intended for the student to write their answer to question 6.

* If I have multiple audiences, which is my primary audience? Center the event or example on them.

CONSIDERING AUDIENCE IN WRITING

7. How does my audience presently feel about my topic?



*Why might my audience feel this way?

*How can thinking about the way my audience presently feels help me shape my argument/reasons?

Adapted from the work of Grace Enriquez (2015) & Lisa Keeler
(<http://bit.ly/2C0pKZ7>).

Other ways of thinking of audience:

- **You are selling a product:** What style of writing will appeal to them?
- **You are explaining a sport:** How would your vocabulary change if your audience were children? Visitors from another country? Your parents?
- **You are documenting an event:** How would you detail the facts of a crime you witnessed?

Adapted from <http://www.studygs.net/writing/audience.htm>.