

LESSON 1: AUDIENCE



AUDIENCE

Who is your intended audience, or ideal audience?

Many authors narrow it down to one person, one reader who is their ideal audience.

How do we figure out who our ideal audience is?

- Topic—who reads about this topic or similar
- Who already knows this info
- Who needs to know

Why are you writing?

AUTHOR'S PURPOSE		READER'S PURPOSE	
Informative	Persuasive	More Passive Purposes	More Active Purposes
to inform	to persuade	to receive notice	to examine
to describe	to convince	to feel reassured	to quantify
to define	to influence	to feel a sense of unity	to assess
to review	to argue	to be entertained	to make informed decisions
to notify	to recommend	to receive instruction	to interpret
to instruct	to change	to enjoy	to evaluate
to advise	to advocate	to hear advice	to judge
to announce	to urge	to be inspired	to resist change
to explain	to defend	to review	to criticize
to demonstrate	to justify	to understand	to ridicule
to illustrate	to support	to learn	to disprove

What do I want my reader to take away from this? What kind of action, if any, do I want them to take?

How do the purposes reflect how we should communicate?

- Attitude
- References and connections
- Tone
- Language

Get Specific

- Age
- Gender
- Job
- Location
- Background
- Family
- Hopes
- Fears



CHALLENGE

Look at your current piece of writing. Who is your core audience? Be specific. Think of one person and imagine their personal details and purpose. How might you align your purpose to theirs?

Email your challenge to laurelnakai@gmail.com by July 18