Audience Analysis

Why should I worry about my audience?

• To communicate effectively
• To sharpen and focus the paper's content
• To determine a title that will capture the audience's attention
• To write an introduction that will be interesting to the audience
• To write an appropriate conclusion
• To determine the level of diction

Key Questions for Analyzing Your Audience

• Who is the reader?
• What is known about the audience?
• How much does the audience already know about the topic?
• (Note: For a typical literary analysis, assume the reader already knows all the details of the plot).
• What does the reader need to know?
• What level of language and content should you use?
• any terms need to be defined?
• What are the reader's views on the topic?
• Will the reader agree, disagree, or remain neutral?
• What introduction would interest the audience?
• What would make a good conclusion for the reader?

Attributes of an Audience

Age  Education  Race
Marital Status  Sex  Financial Status
Social Class  Lifestyle  Profession
Religion/Values

For Example

Consider your favorite magazine. Do the publishers direct the articles to a specific audience? Do the advertisements appeal to a certain type of person? The success of most magazines depends on their ability to target their audience.