



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.