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?
- Are there any terms that 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

<table>
<thead>
<tr>
<th>Age</th>
<th>Education</th>
<th>Race</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marital Status</td>
<td>Sex</td>
<td>Financial Status</td>
</tr>
<tr>
<td>Social Class</td>
<td>Lifestyle</td>
<td>Profession</td>
</tr>
<tr>
<td>Religion/Values</td>
<td></td>
<td></td>
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</tbody>
</table>

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.