Audience Analysis

Analyzing the Audience Helps a Writer to...
- Communicate effectively
- Sharpen and focus the paper's content
- Determine a title that will capture the audience's attention
- Write an introduction that will be interesting to the audience
- Produce an appropriate conclusion
- Determine the level of diction or word selection

Key Questions for Analyzing the Audience
- Is the reader the audience?
- 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 audience need to know?
- What level of language and content will the audience be able to understand?
- Are there any terms that need to be defined?
- What is the audience's view on the topic?
- Will the audience agree, disagree, or remain neutral?
- What introduction would interest the audience?
- What would make a good conclusion for the audience?

Attributes of an Audience to Consider

- Age
- Education
- Race/Ethnicity
- Marital Status
- Gender
- Financial Status
- Social Class
- Lifestyle
- Profession
- Religion/Values
- Cultural Background

For Example
Consider a famous 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.