



DALLAS BAPTIST UNIVERSITY

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.