

Audience Analysis for Formal Assignment

Identify your topic here:

Give a brief description of the scenario:

Answer the following questions as thoroughly as possible.

1. Who is your audience? Include everything you know about them, especially those characteristics that will be relevant to your purpose.
2. What do they already know about your topic?
3. What do they want to know from you? In other words, why are they reading your paper or listening to your presentation?
4. What is your purpose for addressing this particular audience? In other words, what do you hope that they do after they read your paper or listen to your presentation?
5. What terms or concepts will you need to define and explain?
6. How will you support your key points? In other words, what is the best way to establish your own credibility as well as to give credit to those whose points you use to support your own points?
7. What is the relationship between you and your audience?

Use these answers to most effectively and appropriately address your audience in these final two assignments.