

What is Audience

- The intended reader who the text was written for.
- Creator's may have specific demographics of people in mind when they write, based on: age, gender, race, location, occupation etc.

How to Identify the Audience of Text and Media

1. Where was the content published?
2. Who created it?
3. What is the context?
4. Who is being appealed to rhetorically?

What is Context?

- Context is any background knowledge required to understand the text.
- Could be scientific, historical, technical knowledge, pop culture etc.

Notes:

Identify the audience of your meme.

Answer the following questions about your chosen meme and come to a conclusion about your audience. When you're done, take a picture of this page or save it and send it to one of your classmates to receive feedback. When giving feedback, consider whether you agree with all of the conclusions drawn by your classmate and whether there is any information they may have overlooked. After getting feedback from a peer, send this document on to me for more feedback.

Where was the meme posted/published?

Who created the meme?

What is the context of the meme?

What rhetorical appeals does the meme use and who might they be targeting?

Peer Feedback:

Instructor Feedback: