

Effective Academic Writing

How to Identify Your Audience and Clearly State Your Purpose for Writing

Audience Analysis

Here are some things to consider when you're trying to decide on exactly "who" your intended audience is.

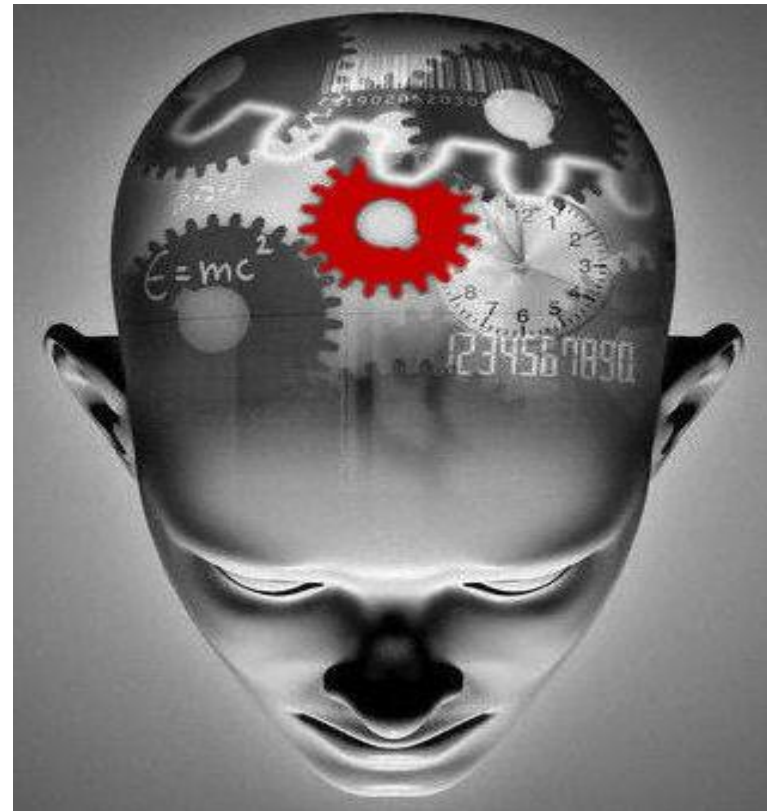
Background

- Amount of education
- Socio-economic considerations
- Related job/field experience



Audience Analysis

Needs and Interests



Audience Analysis

Existing Subject Knowledge and Possible Biases



Because 'truth' is a subjective term, and 'facts' are what you make them

Audience Analysis

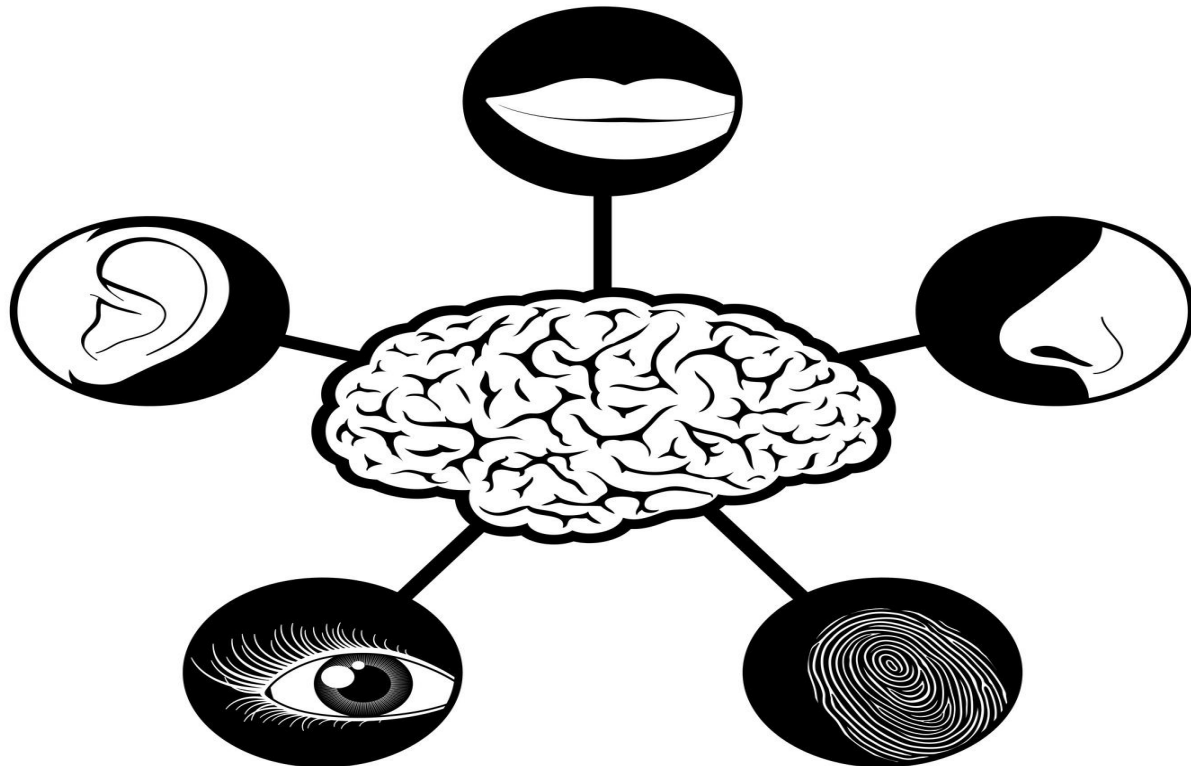
Existing Subject Knowledge and Possible Biases

-This (very basic) information lets the author/presenter know what information to include.



Audience Analysis

How do you *appeal* to a particular group?



Audience Analysis

How do you *appeal* to a particular group?

-What information do you emphasize? What information do you gloss over more quickly?



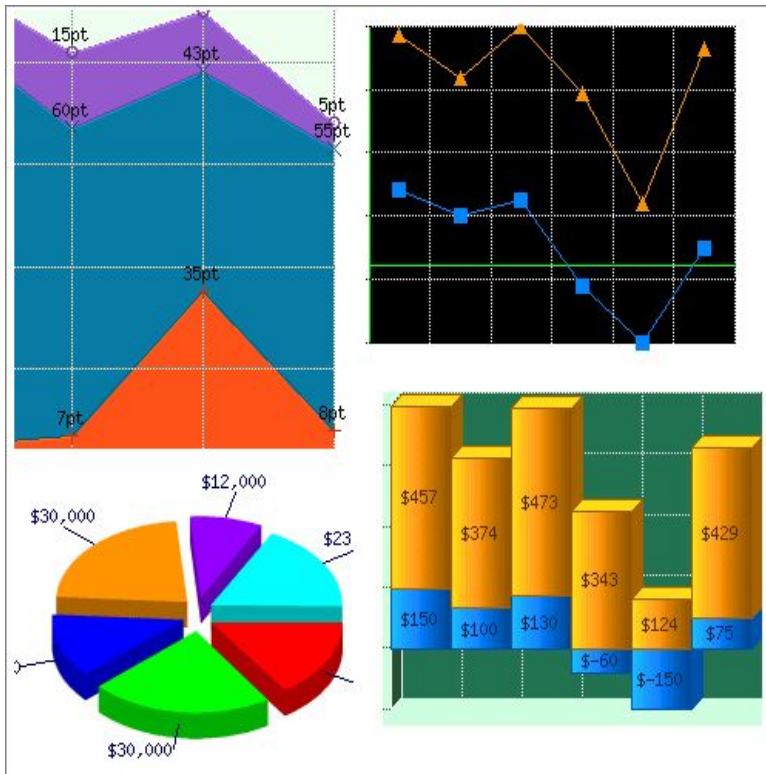
Audience Analysis

Anticipating Objections



Different Types of Audiences

General Audience



Different Types of Audiences

General Audiences

- No special subject knowledge
- Try to make connections with the human aspect of a topic
- You should provide them with background information
- Give explicit definitions and descriptions
- Present information with graphics and charts

Different Types of Audiences

Expert Audience



Different Types of Audiences

Expert Audience

- Most demanding audience to present in front or to write to because they possess the most knowledge about the topic.
- More tolerant of specialized vocabulary (jargon)
- Require very current/up-to-date information