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

<table>
<thead>
<tr>
<th>Age</th>
<th>Education</th>
<th>Race/Ethnicity</th>
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</thead>
<tbody>
<tr>
<td>Marital Status</td>
<td>Gender</td>
<td>Financial Status</td>
</tr>
<tr>
<td>Social Class</td>
<td>Lifestyle</td>
<td>Profession</td>
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<tr>
<td>Religion/Values</td>
<td>Cultural Background</td>
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</tbody>
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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.