

AUDIENCE & PURPOSE

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- ③ Part of refining your topic includes considering your purpose and audience and understanding how your purpose and audience relate.



AUTHOR'S PURPOSE

- ⊙ **An author's *purpose* is simply his or her reason for writing.**
- ⊙ Common purposes include:
 - to inform (to give information)
 - to instruct (to explain how to do something)
 - to persuade (to convince readers to do or believe something)
 - to entertain (to present humor or other enjoyable material)



PURPOSE

As the writer you should consider the following:

“What do I hope to accomplish?”

“ What do I want my writing to do?”

“ How does my purpose effect my writing?”

INTENDED AUDIENCE

- ◎ ***Intended audience* means the people the writer has in mind as the readers.**
- ◎ The intended audience will be
 - a specific person (*e.g.*, a newspaper editor)
 - a group of people (*e.g.*, college students, parents)
 - the general public (*e.g.*, the public at large; the “typical” American adult)

AUDIENCE

As a writer you should consider the following:

- ⊙ Does my audience know me personally? Would they identify me as a “type” of person (i.e., college student)?
- ⊙ Can I identify my audience as a “type”?
- ⊙ How large is my audience?
- ⊙ Can I claim any shared experiences, characteristics, attitudes, values, or prejudices with my audience? (i.e., nationality, culture, gender)
- ⊙ Do my audience and I have any differences that would present barriers to communication?


AUDIENCE

Connect your audience to your topic:

- ① What does my audience know about my topic?
- ① What does my audience need (or not need) to know about my topic?
- ① How “close” is my audience to my topic? (emotionally, geographically, culturally)
- ① What does my audience expect as far as the format of the final document?
- ① How will my audience use the final document?

PURPOSE?

The whale is the largest living mammal. The largest whales weigh over 150 tons, are 100 feet long, and consume 5 tons of food each day.




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The main purpose of this paragraph is to inform. It provides factual information and a neutral tone.



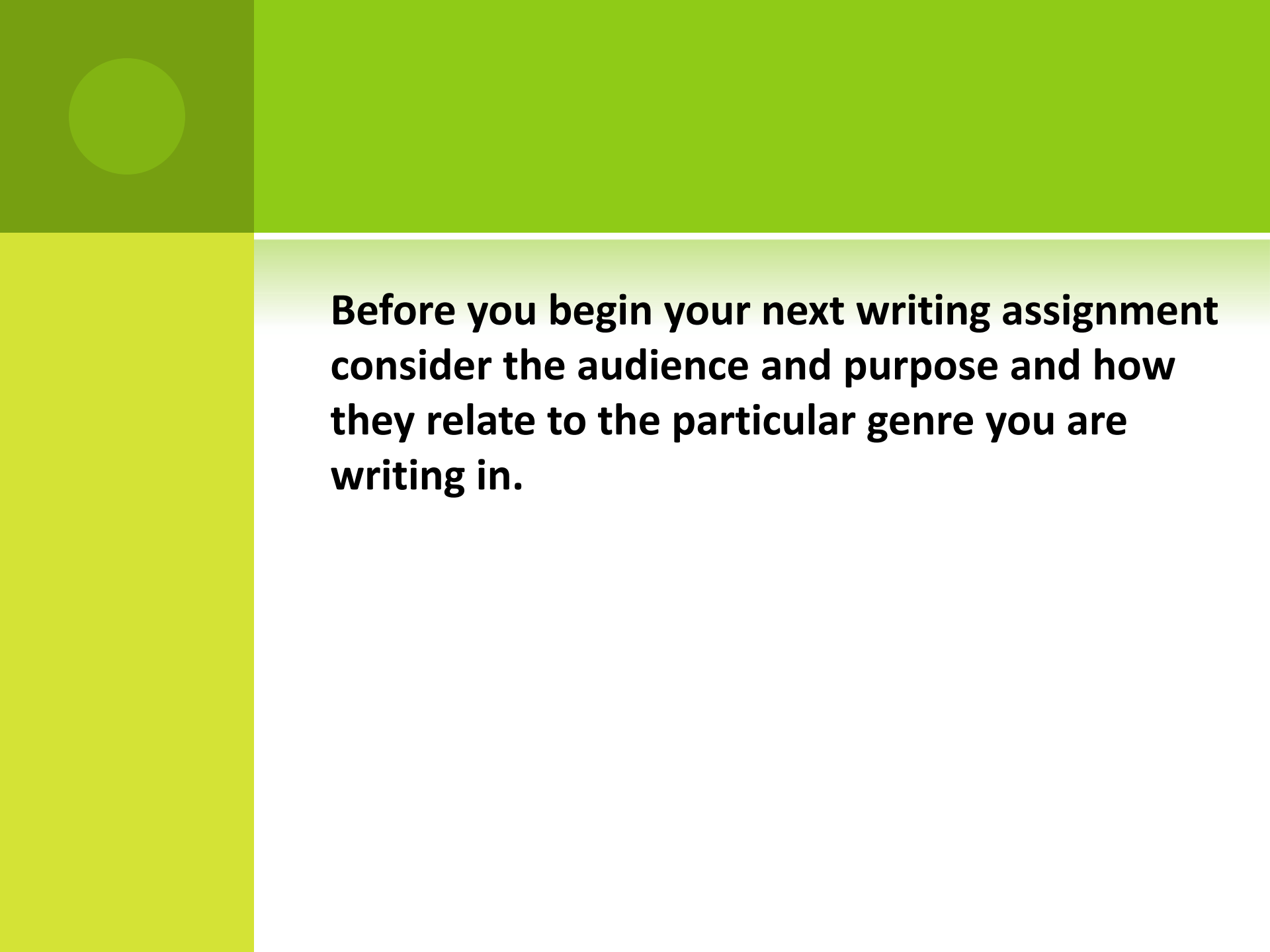
PURPOSE?

Without the efforts and support of people around globe, the blue whale will continue to be hunted and slaughtered and therefore become extinct. We need to preserve these beautiful creatures and it is time that the government became more involved.



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Although this paragraph is on the same topic of whales, its purpose is to persuade readers to save the whales. Look at the language and word choice and how these support the purpose.

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Before you begin your next writing assignment consider the audience and purpose and how they relate to the particular genre you are writing in.