

## **AUDIENCE ANALYSES:**

### *Audience Analysis Sample #1:*

My audience is technical college students currently enrolled in classes at Mid-State Technical College.

### CONCERNS and CHARACTERISTICS:

My readers are reluctant consumers of information about the writing process, and tend to want information that is provided in small, easy-to-digest portions. They are selective readers who are most likely to read brief passages about this topic with clearly marked headings and bulleted lists. Because of their low level of interest in the topic, they best learn through visual aids and examples rather than lengthy and complicated explanations. They usually complete writing projects in a spontaneous and unstructured manner. They range widely in age, but most have a limited income. Many students, especially older ones, will have busy schedules with families, jobs, and other obligations to balance with school.

### EDUCATION and EXPERIENCE:

Most of my readers already know basic grammar, spelling, punctuation, and usage. Most also know the basics of operating a computer and using word processing software such as Microsoft Word. Although they may have written papers in the past, many will not be familiar with a systematic approach to planning documents or have experience approaching writing as a process.

All readers have earned a high school diploma or its equivalency. Most have written papers and other documents for school; a few may have writing experience in the workplace. Several will have been out of school for several years and may have not written any papers in a

very long time. Several will also have reading/writing skills that test at a junior high grade level. Others will have writing skills comparable to those of college graduates.

#### ATTITUDES:

My readers are likely to view the writing process as an approach to writing that is either unnecessary or inefficient, so I predict that my readers will be indifferent to my information and many will be reluctant to use this process when they write. They may trust me as a credible source of information on the topic, but they'll probably be skeptical of whether taking the time to plan a document is actually necessary. Some may be hostile toward the suggestion that the way they currently write could be improved.

*Audience Analysis Sample #2 (from the perspective of Tom Cruise)*

My target audience is people who take psychiatric medication, prescribe them to their patients, and/or administer them to children.

**CONCERNS and CHARACTERISTICS:**

These readers currently believe that psychiatric medications are the best way to treat diagnosed mood or behavioral disorders. They take/provide these medications primarily because they are interested helping themselves or others be happier, healthier, more peaceful and/or more productive. Since I have no medical degree or post-secondary education, and seemingly no direct experience with this issue, my readers will want to know my qualifications for discussing this topic and the sources of my information.

My audience will be thinking of people who have been helped by psychiatric medications and want to know why, if those people are feeling better, that isn't a good enough reason to take them. They will need strong evidence and convincing examples of how these medications are dangerous and ineffective. They will also need to know what better alternatives exist, and want proof that they provide equivalent or better results with fewer and less dangerous side-effects.

**EDUCATION and EXPERIENCE:**

Those prescribing & researching these medications are highly educated MDs or Ph.D.s. They will be looking for proof that I know how to read & evaluate research and understand medical concepts and procedures. The rest of my readers are probably at an average reading level and will not have the ability or interest to read lots of dense explanations filled with difficult concepts and medical jargon. Doctors and researchers will have experience with people

reporting significant health and/or social improvements from psychiatric medications. Those taking medications or giving them to their kids may have also seen improvements.

#### ATTITUDES:

Among readers who have been helped by psychiatric medications, most will likely take a hostile and skeptical attitude toward my purpose and information. Those readers who have experienced negative side-effects or have not been helped by psychiatric medications will be more likely to agree with me. Many will likely feel passionate about this topic, as they believe that psychiatric medications have had a significant positive (or negative) impact on their quality of life. Some may be reluctant, however, to engage in dialogue about this topic since it is somewhat personal and controversial.

At least half of my readers are probably female, and may be more skeptical of a man with no medical background providing information about post-partum depression. Doctors will be very skeptical of my qualifications, sources, and experiences. Most readers will also be skeptical of my affiliation with Scientology, as they are likely NOT scientologists.