Audience Awareness

What is Audience Awareness?

Audience awareness means accommodating your audience and their needs.
It is important to always consider your audience because they influence what you
write about and how you write about it.

Generating Audience Awareness

1. Clearly Target a Specific Audience

- It is important to consider who your primary audience is because they are directly affected by your topic and they're who you are directly writing to.
- Also consider any secondary audiences who may read your text. This refers to individuals who are not your primary audience, but will still likely read your text.

2. Develop an Understanding of Target Readers

- Once you've chosen your audience, it is important to learn about their background and what they know about your topic. Having this information will help you meet their needs as readers.
- To understand your audience, analyze the **five facets of your audience**:

 Demographics- shared characteristics of a certain population such as race, gender, and/or occupation (you should never use demographics to stereotype your audience)

 Knowledge- how much your audience knows about your topic and you, the writer

 Disposition- the level of interest your audience has for your topic due to thier pre-existing beliefs, values, curiosity, biases, and concern

 Context of Use- the circumstances in which your audience reads your text

 Relationship Between Reader and Writer- whether the reader and writer have a horizontal relationship (a parallel and equal relationship) or a vertical relationship (a dissimilar and unequal relationship), as well as how close the reader and writer are to one another

3. Accommodate Your Readers and Their Needs

- Consider the audience profile that you created and choose the most relevant facets of audience that benefit your topic/purpose/message.
- Also accommodate your text based on your purpose (the aim of your text), genre (type of writing), mode (print, digital, visual, etc.), style, tone, and voice.

References

Farkas, Kerrie R. H. *The Transportable Writing Tool: A Guide for Writing and Revising*. 2nd ed. Kendall Hunt Publishing Company, 2020.