

Audience Awareness Worksheet

Generating Audience Awareness

1. Clearly Target a Specific Audience

Who is your primary audience? _____

Who is your secondary audience? _____

2. Develop an Understanding of Target Readers Through an Audience Profile

Once you've chosen your audience, it is important to learn about their background and what they know about your topic. Analyze the **five facets of your audience**:

Demographics	Knowledge	Disposition	Context of Use	Relationship Between Reader and Writer

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. _____

References

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