



THE WRITING CENTER

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Audience Analysis

Who are they?

How many audiences do you have? (list them)

What do they need? want?

What is most important to them?

What are they least likely to care about?

What order do they need the information in?

What do you have to say or what are you doing in your research that might surprise them?

What do you want them to think, learn, or assume about you? What impression do you want your writing or your research to convey?