

## Audience Analysis Worksheet

As best you can, supply the following information to understand the audience for whom you are writing.

Age, sex, education level, class or annual income of primary audience:

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General beliefs:

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Prior knowledge about your topic:

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Attitude toward your topic:

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Questions about your topic:

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Misconceptions about your topic:

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Objections:

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Agreements:

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Attitude toward you, the writer:

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Situation in which audience will probably read the text:

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Reaction(s) to the text:

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Your relationship to the reader(s):

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Acceptable length of document:

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Expected or useful organization of document:

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Expected or useful tone:

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Other potential readers:

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