

AUDIENCE AND PURPOSE

What is audience?

The group of readers to whom the author is aiming the piece of writing.

What is purpose?

The reasoning or goal behind the author's writing.



EXAMPLE

Coasters and trivets are easy to create, and they make great gifts. All you need for this simple DIY project are pieces of cork, a template, a mat cutter, a pen, scissors, and a flat work surface. Start by choosing a template shape, such as a star. Trace the template onto the cork. Cut out the shape with the mat cutter. Voilà! You have a cork star that can be used as a coaster or a trivet.

QUESTIONS TO ASK YOURSELF TO FIND THE

AUDIENCE

PURPOSE

To whom does the writer direct the piece?

What goals did the author have in mind?

Is it a specific group of people?

What does the author want the audience you

Is it too general?

chose to think?

What can you assume about the audience?

How is the author trying to get a reaction

from specific audiences?



WHAT WE THINK

AUDIENCE: crafters interested in quick and useful projects

PURPOSE : to encourage them to try new crafts.