

Audience and Purpose

Audience: Who is your intended audience? (who are you addressing in your writing)?

Purpose: What is the goal of the author's writing?

Audience:

Be specific about the intended audience. Your audience may be impacted by the same factors that impacts you.

- Age
- Social Class
- Education
- Past Experience
- Culture
- Expectations

Purpose:

Be clear about the purpose. Why are you writing down your ideas?

Possible purposes include:

- To entertain
- To inform
- To shock
- To persuade
- To educate
- To call people to action

How to determine Audience and Purpose:

- ★ First, think about the overall theme of the book.
 - Who does the author want to impact with the message in this book?
 - Who is the main audience?
 - For example, in *Charlotte's Web*...
 - The audience of this book would typically be those who are younger
 - When writing about audience, use a phrase similar to **“the author writes to”**
 - **The audience should never be a broad group of people!**
 - Keep it very specific depending on the writing.
- ★ Next, think about how it affects this group of people.
 - What is the message or lesson the author wants to send?
 - What is the goal of the writing?
 - In *Charlotte's web*, the main purpose is to show how important a true friend can be.
 - When writing about purpose, use an action word such as **“informs”** or **“motivates”**
- ★ Now it is time to write the final statement!
 - Here is how you write **audience** and **purpose** formally:
 - The author **writes to** those of a young age **to inform** how important real friendship can be in one's life.