

QUESTIONS WRITERS SHOULD CONSIDER ABOUT THEIR AUDIENCE

1. Is your audience an individual or a group?
2. Do you have a specialized audience, like a group of medical doctors, or do you have a general or universal audience?
3. What is the age of your audience?
4. What is the sex of your audience?
5. What is the race of your audience?
6. What is the educational level of your audience?
7. What are the political view of your audience?
8. What are the religious values of your audience?
9. What are the moral values of your audience?
10. What is the social level of your audience?
11. Would a formal or informal language level appeal to your audience?
12. Is your audience reasonable?
13. Is your audience knowledgeable or interested in your subject?
14. Does your audience hold any beliefs or opinions about your subject?
15. Is your audience likely to be friendly, neutral, or hostile to your thesis?
16. If you want to persuade your audience, what kind of evidence or reasoning might change your audience's mind?