Audience Analysis

Questions to ask about your topic:
  1. Who is the audience?

  _____________________________________________________________
  _____________________________________________________________

  2. Do you think your audience is interested in the topic? Why or why not?

  _____________________________________________________________

  3. Why should your audience be interested?

  _____________________________________________________________

  4. What does your audience already know about the topic?

  _____________________________________________________________

  5. What does your audience need to know about the topic?

  _____________________________________________________________

  6. What experiences has your audience had that would influence them on the topic?

  _____________________________________________________________

  7. What do you hope the audience will gain from your text?

  _____________________________________________________________

Adapted from The Penguin Handbook and Purdue OWL by Lisa Krugh
Black Hills State University Writing Center, 2007.