

UNDERSTANDING YOUR AUDIENCE

Your audience is whoever will read your work. Of course, you can never be sure who will read it, but you can imagine the most likely scenarios, and approach your writing accordingly. For instance, writing for your professor will be different than writing to your peers or a child. Knowing your audience will change what you say and how you say it.

- What kinds of words are appropriate?
- How much information should you include?
- How much detail is necessary?
- What tone should you take?

CLARIFYING YOUR AUDIENCE

When determining who your audience is, there are several factors you may take into account. Here are a few:

- Age
- Gender
- Education
- Economic Status
- Beliefs
- Priorities
- Needs
- Wants
- Values
- Biases

USING AUDIENCE TO IDENTIFY PURPOSE

Once you have your audience in mind, you can begin to develop a clear purpose. The same topic with a different audience may have a very different purpose and approach. This is illustrated below:

Topic: First Vision

Audience: Adult, faithful LDS

Purpose: Affirm belief in the Vision

Example: I had the privilege to visit the Sacred Grove and feel the beautiful spirit there confirming Joseph Smith's prophetic calling.

Topic: First Vision

Audience: Skeptical, Non-LDS

Purpose: Defend the Legitimacy of the First Vision

Example: Although some criticize Joseph Smith's vision as too far-fetched, his prophetic calling by direct revelation fits within the biblical tradition in which Moses was called by God and spoke with him "face to face."