This worksheet will enable you to learn as much as possible about your audience so you will be able you write your paper more effectively. Write your response to each of the following in the space below:

1. Is your audience general or specific? Is it one person or group, or many people? What are some of their characteristics?

2. What does your audience know about your topic?

3. What does your audience NOT know about your topic? What do you need to tell them?

4. Why does your audience care about this topic? How will you make your essay interesting and relevant to them?

5. Is your audience friendly, neutral, or unfriendly towards you, the writer? Towards the topic?

6. How will this orientation affect how you write?

7. What is your aim in the paper – to inform or persuade? What types of information or persuasion will you need to provide for your audience?