

**Audience and Purpose**

Primary audience: \_\_\_\_\_ *(name, title)*

Secondary audience(s): \_\_\_\_\_ *(technicians, managers, other)*

Relationship with audience: \_\_\_\_\_ *(colleague, employer, other)*

Purpose of document: \_\_\_\_\_ *(inform, instruct, persuade)*

Audience and purpose statement: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Intended use of document: \_\_\_\_\_ *(perform tasks, solve a problem, other)*

Information needs: \_\_\_\_\_ *(background, basic facts, other)*

Technical background: \_\_\_\_\_ *(layperson, expert, other)*

Cultural considerations: \_\_\_\_\_ *(level of detail or directness, other)*

Probable questions: \_\_\_\_\_ ?  
 \_\_\_\_\_ ?  
 \_\_\_\_\_ ?  
 \_\_\_\_\_ ?

Probable reaction: \_\_\_\_\_ *(resistance, approval, anger, other)*

**Audience Preferences about the Document**

Length and detail: \_\_\_\_\_ *(comprehensive, concise, other)*

Format and medium: \_\_\_\_\_ *(letter, memo, email, other)*

Tone: \_\_\_\_\_ *(businesslike, confident, informal, other)*

Due date and timing: \_\_\_\_\_ *(meet deadline, wait for the best time, other)*

Budget: \_\_\_\_\_ *(what can be spent on what)*

**FIGURE 2.7 Audience and Use Profile** Depending on your situation, you can adapt this sheet, as shown in the case that begins on page 28. For a completed profile in a persuasive situation, see Figure 3.5, page 35.



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