Purpose & Audience

How does writing change when the audience or the purpose changes? Let’s explore.

First, pick a topic & circle it.

- Expensive Textbooks
- High Gas Prices
- Gay Marriage
- Medical Marijuana
- Illegal Immigration Laws
- Your own topic:

Now write two different paragraphs on the same topic, but here’s the catch! Each one will have a different audience and purpose. Expect to spend 20-30 minutes on each.

- **Paragraph One**: Write a paragraph in which you seek to persuade people who disagree with you on the topic. DO NOT WRITE FOR PEOPLE WHO AGREE WITH YOU ALREADY! Make your position clear and present at least one compelling reason. This should be somewhat formal.

- **Paragraph Two**: Write a paragraph in which you seek both to entertain and inform people who don’t know much about the topic. DO NOT ARGUE A POSITION! Simply communicate the information that you think is important in a way that is engaging and lively. This can be less formal.

Finally, meet with an instructor on duty at the WRC & ask the following questions and have the instructor sign or fill out a confirmation sheet. Turn in with the two paragraphs.

- Does **paragraph one** address an audience of people who disagree with my position on the topic rather than those who agree? If not, how can I improve it?

- Does **paragraph one** focus on persuading rather than informing or entertaining? If not, how can I improve it?

- Does **paragraph two** address an audience of people who don’t know much about the topic, rather than people who already know quite a bit? If not, how can I improve it?

- Does **paragraph two** focus on informing and entertaining rather than persuading? If not, how can I improve it?