Answer the following questions about audiences:

• Who are the real and possible audiences of this communication? If there are several audiences, how are they related?

• After reading this document, how should these audiences be different or think differently? What new information or perspectives should they have? What should they be able to do as a result of reading or using the document?

• What further information would the audiences need in order to effect this change?

1. Use the following strategies to clarify the needs of various audiences:

• Make a list of the audiences you have identified for the document. Under each audience, make a list of their specialized needs. Consider the following factors:
  o Functional responsibilities/task responsibilities of audiences
  o Experience with task/organization
  o Level of expertise and education
  o Organizational role/job classification
  o Working environment, task environment
  o Technology support/knowledge
  o Motivation/attitude
  o Preferences/learning styles

• From the list you have made, choose that person or group of people you consider to be the primary audience for the document. Write a paragraph on the major purposes you think that the audiences might have for reading the document. Write from the perspective of the audience.