

# Purpose and Audience Analysis

**Purpose:** the reason for communicating with someone.

Define the purpose by answering questions such as the following:

- What does the author want to accomplish?
- What is the reader supposed to do next?
- What does the author want to happen as a result of your text?

The purpose for communication will fit into one of the following general categories:

- to express ideas
- to inform someone
- to explain something
- to explore a topic
- to persuade someone

**Audience:** the person/people being communicated with.

To learn more about an audience, answer questions such as the following:

- What do you know about audiences' age, gender, geographical location, education, professional position, and so forth?
- What does the audience already know about the issue or idea?
- What is the audiences' current point of view on the issue or idea?
- What background does the audience need on the issue or idea?
- What will the audience want to know about the issue or idea and why?
- What information will interest the audience?
- What personal information about the audience might influence their position or feelings on the issue?