



AUDIENCE

Who is reading, listening, or viewing?

The **audience** is who you are addressing. The qualities of an audience contribute to how they read and understand. A communicator must recognize that audiences are not one-dimensional and that there are multiple types of audiences.

Types of Audiences to Consider:

1. Primary: The audience the communicator intends to influence.
2. Secondary: The audience that the primary audience turns to for advice.
3. Tertiary: The unintended audience.

Consider your primary audience's:	Check the most important (for your text):	Explanation:
Age		
Gender		
Ethnicity		
Level of education		
Sexual orientation		
Class		
Upbringing		
Place of living		
Place of work		
Emotional status (tired, angry, receptive...?)		
Past experience with the topic/issue/matter		
Values/beliefs/commitments relative to the topic/issue/matter		
Self-identify: the kinds of relations people see themselves having with others (mother ± unemployed ± worker ± student ± teacher±???)		

For more information, refer to page_ or consult speakwrite.wvu.edu