

Name: \_\_\_\_\_

# **Writing**

# **Foundations:**

# **Audience and Purpose**

**Outcomes:**

After this module you will be able to:

- Identify the audience in a document/scenario
- Identify the audience for your own writing
- Identify the purpose in a scenario
- Identify the purpose for your own writing
- Write purpose statements

## Audience: Who will read what I write?

Your audience is made up of the people you are writing to and their needs and expectations. Understanding your audience allows you to:

- Design materials to satisfy their needs and expectations
- Allow your audience to get the information that they need

Each audience that you write for will have different characteristics. What is their:

- Educational background?
- Job position? Is the audience made up of:
  - o Your boss/manager?
  - o People who you supervise, direct or who report to you?
  - o Your co-workers?
  - o Customers, clients, suppliers, etc.
- Knowledge of the subject?
- Attitudes toward you and/or your subject? (mad, friendly, etc)
- Expectations? (spelling and punctuation, formatting, tone, etc)
- Personal characteristics such as age, gender, culture, values, etc?

### Practice A

*Identify what you need to know about each audience so that each article is written appropriately.*

<b>Topic: Cancer</b>	
Audience 1: Readers of the local newspaper	Audience 2: Readers of the American Medical Association Journal


## Assignment 1 – Identifying the Audience

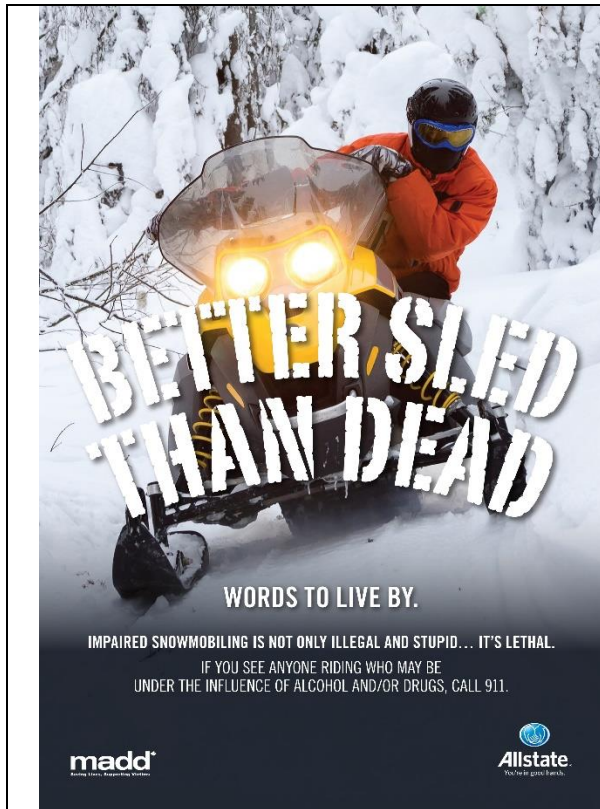
Look at the list of documents below. Write down who the main audience is for each document. Be as specific as possible.

Document	Audience
A brochure about a community daycare program.	e.g. Parents looking for local childcare
An application form for income support.	
A report about housing needs in Winnipeg.	
An email about how to apply for dental insurance at work.	
A newspaper insert about what's happening at the Keeyask Hydro Dam.	
A letter and permission form sent to all parents from your child's school about a camping trip for band students.	
A job posting for an administrative assistant at the University of American Sign Language.	

## Assignment 2 – Target Audiences

Look at the advertisements below; the main purpose of all three documents is the same, to discourage people from smoking. But, notice how the different details (words, images, situations) appeal to three different, specific audiences.

 <p>#35 Be the one to start a tradition.</p> <p>Consider all the good you do in your life. And all those it touches, supports and inspires. At New York Life, everything we do is to help you continue that good. Life Insurance. Retirement. Investments.</p> <p>KEEP GOOD GOING NEW YORK LIFE</p>	<p>What is the target audience for this ad? Be specific.</p> <p>How do you know?</p>
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MADD Canada

<https://madd.ca/pages/programs/awareness-campaigns/television-and-radio-ads/>

What is the target audience for this ad?  
Be specific.

How do you know?



CDC, Tobacco Free Sports Initiative

What is the target audience for this ad?  
Be specific.

How do you know?

## Purpose: Why am I writing?

In writing for the workplace, you always write for a reason. Knowing that reason allows you to write effectively. The reason for writing is called the purpose. Purpose answers the questions: why, what and when. Make sure you follow the most important rule of workplace writing: **Get to the point right away!**

To identify your purpose, ask yourself, “What does my writing need to achieve?”

Common purposes of workplace writing:

- To get the audience to do something
- To prevent something from happening
- To change the audience’s behavior
- To gather or request information/To inquire
- To respond
- To understand something
- To give directions/explain how to do something
- To document an event
- To record information/To remember
- To provide information

### Practice A

Below is a list of common purposes for writing. Think about the writing you have done in the past (emails, texts, forms, etc). For what purpose were you writing? Provide an example of writing that fits each purpose. Be as detailed as possible.

Purpose for writing	Example
To change the audience’s behaviour	e.g. email to a participant about absences
To get the audience to do something	
To prevent something from happening	
To provide information	
To request information	
To respond	
To give directions or explain	
To record/remember information	

## Practice B

Below are examples of opening sentences. Read the sentences and choose the purpose from the list.

- To ask for information
- To provide information
- To complain
- To apply for a job

Opening Sentence	Purpose
I am writing to inquire about the status of my order.	
We have included a copy of our court order authorizing our appraisers to conduct an appraisal of your unit.	
I am writing to apply for the position of project manager advertised in last week's paper.	
I am writing regarding the position advertised in the Winnipeg Free Press for a dental assistant.	
I am writing to convey my extreme dissatisfaction with the service I have received from Bell Canada.	
I am enclosing the information you requested regarding my income tax return.	
There are still two outstanding issues concerning the maintenance of the rental unit at 45 Fifth Ave.	
Enclosed is the invoice for the work completed last June.	
I am interested in information regarding your vacation packages.	

## Assignment 3: Applying Audience and Purpose

Read the three scenarios below. Determine who the audience is and write a purpose statement for the writing task.

Scenario	Audience	Purpose Statement
<p>E.g. You have a babysitter coming to take care of your two children for the evening. You need to write a note with any important information she might need.</p>	<p>Babysitter</p>	<p>My primary purpose is to <u>provide info for a babysitter</u> so my audience will <u>care for my children appropriately</u>.</p>
<p>You're part of a community group that operates the local daycare. The daycare was closed for the summer. Now it is September and you're writing a radio announcement to let people know the daycare will be reopening next week.</p>		
<p>You work in the community government office. The office organized to get a new dental plan for all employees. You're writing an email to tell everyone how to register for the new plan.</p>		
<p>You work for your city councilor. You need to register your community members to vote next month. You're making a form for people to fill out so that they can vote.</p>		

## Answer Key: Audience and Purpose

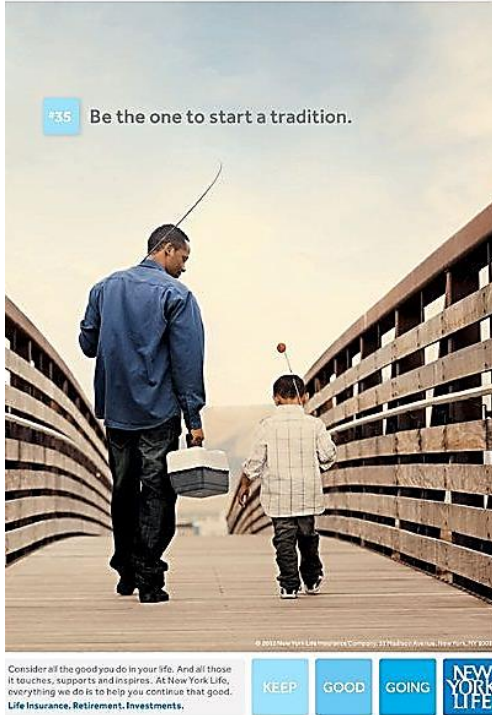
### Audience... Practice A

Topic: Cancer	
Audience 1: Readers of the local newspaper	Audience 2: Readers of the American Medical Association Journal
Education level: Mixed	Education level: High/doctors/medical students/university students
Knowledge of subject: likely limited	Knowledge of subject: likely above average
Attitude towards subject: Cancer is bad; sympathetic to new treatment options; science may be dismissed due to previous experience	Attitude towards subject: Cancer is bad; interested in the science and new procedures and research
Expectations: easy to read; free of grammatical errors; plain English; simplified and/or explained science	Expectations: factually accurate; free of grammatical errors; use of scientific/medical terminology
Personal characteristics: avoid appealing to one particular group.	Personal characteristics: supporters of science and medicine; value the scientific process

### Assignment 1 (answers will vary, examples provided)

Document	Audience
A brochure about a community daycare program.	e.g. Parents looking for local childcare
An application form for income support.	Parents in need of income support
A report about housing needs in Winnipeg.	People looking for housing People looking to invest in housing
An email about how to apply for dental insurance at work.	Employees in need of dental insurance
A newspaper insert about what's happening at the Keeyask Hydro Dam.	People in Manitoba People who work or who know people who work at the dam
A letter and permission form sent to all parents from your child's school about a camping trip for band students.	Parents of band students
A job posting for an administrative assistant at the University of American Sign Language.	Administrative assistants who know ASL who are looking for work

## Assignment 2

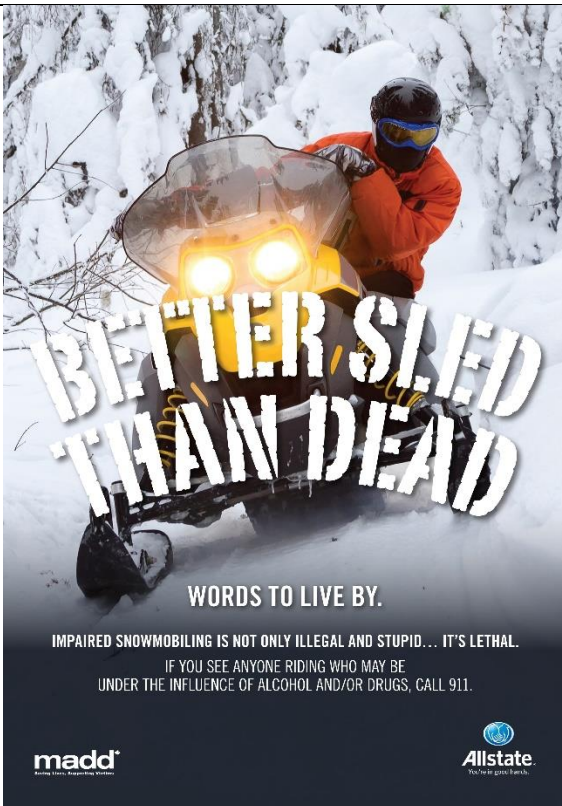


What is the target audience for this ad? Be specific.

- fathers

How do you know?

- Shows a father taking his son fishing
- Caption is targeted at parents (start a tradition)



What is the target audience for this ad? Be specific.

- People who go snowmobiling

How do you know?

- Shows someone on a snowmobile
- Message is targeted at snowmobilers



CDC, Tobacco Free Sports Initiative

What is the target audience for this ad? Be specific.

- Young athletes, particularly soccer players
- Appeals to an international audience

How do you know?

- Use of slang/double entendre "smoke"
- Contains images from South Africa, USA, Brazil and China

**Purpose... Practice A** (answers will vary, examples provided)

Purpose for writing	Example
To change the audience's behaviour	e.g. email to a participant about absences
To get the audience to do something	An invitation to a party
To prevent something from happening	A warning
To provide information	Sending/providing your address to someone
To request information	Messaging someone on Kijiji to see if an item is still available
To respond	Replying to an email from ESM
To give directions or explain	Leaving a note for a babysitter
To record/remember information	Writing notes in class

**Purpose... Practice B**

<b>Opening Sentence</b>	<b>Purpose</b>
I am writing to inquire about the status of my order.	Ask for info
We have included a copy of our court order authorizing our appraisers to conduct an appraisal of your unit.	Provide info
I am writing to apply for the position of project manager advertised in last week's paper.	Apply for a job
I am writing regarding the position advertised in the Winnipeg Free Press for a dental assistant.	Ask for info or apply for a job
I am writing to convey my extreme dissatisfaction with the service I have received from Bell Canada.	Complain
I am enclosing the information you requested regarding my income tax return.	Provide info
There are still two outstanding issues concerning the maintenance of the rental unit at 45 Fifth Ave.	Provide info or complain
Enclosed is the invoice for the work completed last June.	Provide info
I am interested in information regarding your vacation packages.	Ask for info

### Assignment 3

Scenario	Audience	Purpose Statement
<p>You're part of a community group that operates the local daycare. The daycare was closed for the summer. Now it is September and you're writing a radio announcement to let people know the daycare will be reopening next week.</p>	<p>Parents looking for childcare or former clients returning to the daycare</p>	<p>My primary purpose is to provide information about the daycare opening so that my audience will register their children at the daycare.</p>
<p>You work in the community government office. The office organized to get a new dental plan for all employees. You're writing an email to tell everyone how to register for the new plan.</p>	<p>Employees</p>	<p>My primary purpose is to notify employees so that they register for the new dental plan correctly.</p>
<p>You work for your city councilor. You need to register your community members to vote next month. You're making a form for people to fill out so that they can vote.</p>	<p>Voters</p>	<p>My primary purpose is to create a form to register voters so that they vote in the next election.</p>

# End of Module Reflection

After completing this module, answer the questions below. If you answer agree (3) for each question, ask for a review or a final assessment from an instructor. If you answer maybe (2) or no (1), have a discussion with an instructor to make a plan to improve your performance and confidence.

1 – No

2 – Maybe

3 – Yes

A	I understand all of the outcomes covered in this module.	1	2	3
B	I do not need any further assistance from an instructor on the material covered in this module.	1	2	3
C	I do not need more practice questions or assignments	1	2	3
D	I am confident in my abilities to complete tasks related to this module.	1	2	3
E	I am ready to complete a review and/or a final assessment related to this module.	1	2	3

## Reflection

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