**Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**AUDIENCE ANALYSIS**

* An audience analysis is a research technique that allows you to concretize in the most important aspect of the rhetorical situation so you can make the most effective choices for your argument.

Who is my audience, and how do they view my issue?

1. Who are you writing to?
2. What typical attitudes or stances toward the topic do they have?
3. What in their background helps to explain/justify their point of view? (Be fair & empathetic here!)
4. Think about what they know about the issue: What blind-spots may they have? How might they be uninformed or misinformed about it?

What are our differences? **PICK ONE QUESTION ONLY based on whether your stakeholder agrees/disagrees/or is neutral**

1. Why does your stakeholder **disagree** with your stance?

-What are the points of disagreement?

-What can you do to get them to see they are wrong/you are right, or to at least make them question their side a little more?

1. Why is your stakeholder **neutral**?

-What keeps them from your side?

-What points can you make (logos/pathos/ethos) to get them to pick your side?

1. Why does your stakeholder **agree** with you, but not do anything?

-What keeps them from acting?

-What do you need to do to get them to act?