

**Assignment 1: Audience Analysis**

Use this planner to define the key characteristics of the audience you are writing your memo for. Before you begin, read the sections on this web site about [audience](https://www.prismnet.com/~hcexres/textbook/aud.html). When finished filling in the data fields below, copy and paste your responses into this [Word document](http://www.peakwriting.com/savtech/1101/aud_analysis.docx) and submit it for grading.

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* Who will be the people in your primary and secondary audience? Include their names and position titles,
if known.

* Describe the organization these people work for. What is its mission? How does the organization wish to be perceived? How is it actually perceived?

* Describe your intended audience in terms of their occupation, profession, or field. If they are engineers, for example, you know that they have technical background.

* Describe your intended audience in terms of their needs for or interest in the information you plan to include in your memo. What is likely to be their initial attitude toward what you write: sympathetic, neutral, cautious, hostile, etc.?

* How will your intended audience use the information you include in your memo? In other words, to do their jobs, how will your audience use your information? This answer will give you strong insight into what your memo must include to be successful.

* Describe the knowledge background of your audience--what do they already know and not know about your topic? What are their technical limitations in relation to what you are talking about? Is it something familiar or might they have to research it? Again, the answer to this question is crucial as you make decisions about what to include in your memo.


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