

Name: _____

Date: _____

PERSUASION: KNOWING YOUR AUDIENCE

Writing Workshop #3

OVERVIEW

☒ In our creation of “Top Ten Poems,” we discussed how knowing your audience in persuasive writing is key. For example, the modes, rules, and techniques of persuasion you would use to convince your mother of something compared to your friend are totally different. Therefore, a foundational piece in persuasive writing comes from knowing and writing to your specific audience.

☒ The proper use of persuasion tailored to your audience gives your writing clear purpose. Without the proper tailoring of persuasion to an audience, it leads to a lack of purpose in your writing. A lack of purpose in persuasive writing leads to a lack of understanding from the audience, which then leads to failed persuasion. You do not meet the goal you set out to achieve when you began writing.

GUIDED QUESTIONS

☒ What might the audience already know about my topic? What critical information might the audience need to know? What views or opinions on your topic might this audience already have? What details or words might appeal to the audience’s emotions? Reasoning?

EXAMPLES

Below are two examples of speeches with the same topic that appeal to two different audiences. Each is attempting to persuade their audience to go out to dinner. Focus on the ways that the speaker has to change when speaking to each different party. Look at the ways that the speaker appeals to each of the audience’s different emotions.

Mother	Friend
<p>Mother dearest, whom I love so much. You have been working so hard for our family this week. That steak and potatoes you prepared for dinner last night were outstanding. Those tacos on Tuesday? MUY CALIENTE! I have appreciated everything you’ve done this week, but you have slaved over the hot stove for too long. Don’t you think you deserve a break? You deserve to dine and relax with some good food tonight because you are worth it! I know you love that pizza we get at Five Points. Can’t you just taste that melty cheese and crispy crust? That is why we are going out to dinner tonight!</p>	<p>It’s been a while since we’ve had some good quality time together. We used to be THE iconic duo. Now some randos named Kendall and Kylie are trying to take our place. Like, what? We need to fix this. Tonight, dinner, you and me. I already know what you’re going to say. You don’t think your mom will let you since you got a bad grade on that math test last week. But, what if I called her and asked myself? That worked when I got you to come to the movies last month! Your mom loves me! Trust me, I’m her favorite. It’ll be no sweat! Get your stuff, I’m already on my way over.</p>

