Audience Awareness

Clive James, SPC Writing Tutor

Audience Awareness

- **The effect of Audience on Style:**
  - Your style is determined in part by your audience.

    - **The following elements constitute style:**

      - **Message**
      - **Argument**
      - **Word Choice**
   - **Sentence Type and Length**
      - **Tone**

The Effect of Audience on Style

- **Message:**
  - What does the audience care about?

- **Argument/Content:**
  - What would they need to hear to agree with your argument?

- **Word choice:**
  - Should you use jargon and slang? Formal or informal words? Contractions?

- **Sentence type and length:**
  - Should you use long, complex sentences or short, simple ones?

- **Tone:**
  - Should it be personal or distanced, humorous or serious, formal or informal?

Tone, Language, and Appeal

- **Strategies for connecting with an audience through effective tone, language, and rhetorical appeals:**

  - **Three basic rhetorical approaches:**

    - **Tone**:

      - Difference between formal and conversational tone
      - Tone reveals the attitude of the writer, which can range from friendly to angry to cold to intimate.

    - **Language**:

      - Language is closely related to tone
      - Use appropriate language for your audience to adopt a proper tone
      - Be mindful of your **discourse communities** based on your audience

    - **Rhetorical Appeal:**

      - To be a persuasive writer, use rhetorical approaches, such as the **three modes of persuasion**:
        - **Logos**
        - **Pathos**
        - **Ethos**

Three Modes of Persuasion
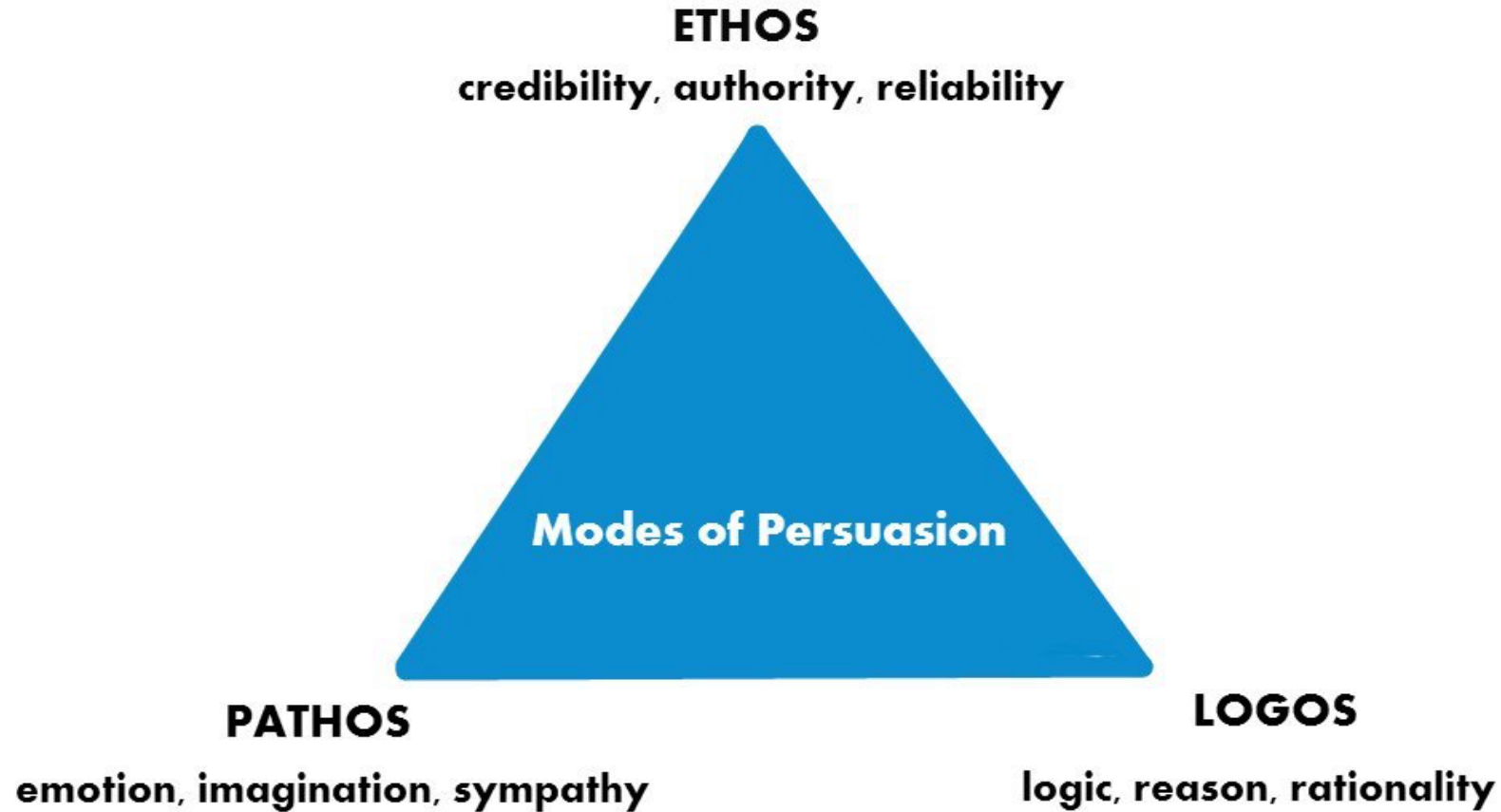
Academic Voice

- **Be Clear:**

  - **Instead of**: The **utilization** of teams as a way of **optimizing** our capacity to meet and **prioritize** our goals will impact the **productivity** of the company.

  - **Write**: Teams will **execute** the goals and **enhance** the company's output.

- **Avoid First-Person Pronouns:**

  - **Instead of: I** think anyone wishing to be a parent must take parenting classes.

  - **Write: Parenting classes should be** mandatory for all future parents.

Academic Voice (Cont.)

- **Avoid Using Second-Person Pronouns:**

  - **Instead of**: When **you** read the letter, you'll realize that he was writing to all.

  - **Write**: On reading the letter, the **readers will** note that he was addressing all.

- **Avoid Contractions:**

  - **Instead of:** It **can't** be done, but we **mustn't** give up.

  - **Write:** It **cannot** be done, but we **must not** give up.

Academic Voice (Cont.)

- **Use Gender-Inclusive Language:**

  - **Instead of**: Every student should complete **his or her** paper by noon today.

  - **Write**: Students should complete **their** papers by noon today.

- **Avoid Abbreviations for Common Words:**

  - **Instead of:** He was declared the winner last **Mon.** on **Jan. 6th**.

  - **Write:** He was declared the winner last **Monday**, on **January 6**.