Audience Awareness

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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

ETHOS
credibility, authority, reliability

PATHOS
emotion, imagination, sympathy

LOGOS
logic, reason, rationality
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.
• 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.
• 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.