



MERRIMACK COLLEGE

Audience

Merrimack College Writing Center
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Why is audience important?

- Every time you write something, you are writing to someone.
- The information you choose should take audience into consideration.
 - Include/exclude certain details

Questions to ask yourself?

- Who is my audience?
- What do they know?
- What do they not know?
- Is what I am saying clear and focused?
- Do I provide enough description and examples?

How to approach your audience!

Adapted from Chelsea Hennen's "10 Effective tips to reach your audience through writing" (2014).

1. Need to understand them
2. Get them to pay attention
3. Work on developing your skills
4. Make it memorable
5. Be approachable not demanding
6. Engage them
7. Entertain
8. Maintain professionalism
9. Use lots of description
10. Make it your own



References

- Hennen, C. (2014, January 01). 10 Effective Tips to Reach your Audience Through Writing. *Happy Dog Web Productions*. Retrieved from <https://hdwebpros.com/blog/10-effective-tips-to-reach-your-audience.html>
- Ruszkiewicz, J. J. (2012). *How to write anything: Guide and reference*. Boston: Bedford/St. Martin's.

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