
The Writing Process: Practice Understanding an Audience

Purpose: To further students' understanding of the writing process and to familiarize them with the first step of that process, the rhetorical situation.

Learning Objectives: Students will learn and practice the elements of rhetorical situation: identifying audience by looking at various situations that must consider specific or target audiences.

Identifying Audience

To practice identifying audiences for various modes of writing, follow the prompts below. Profile your audience using the information and questions you should ask about your audience discussed in lesson three.

Situations:

In some professions, like police work, criminal justice or law professions, profiling is used to identify possible criminals or potential jurors. What type of juror (audience) will you look for in each of these scenarios? After reading the descriptions below, create a profile for the type of person/juror needed to get the best outcome for the client or to win the case.

1. Pretend you are working for the defense team and your job is to analyze the type of person you would like to see on the jury who might acquit your client. Your client is an investment advisor, and he is accused of and on trial for stealing money from his clients who invested life savings with him for their retirement.
2. You are working for the defense team and your client is suing a hospital for malpractice in the case of his recent surgery. The client contends that the surgeon did not perform the surgery correctly, and he is unable to walk long distances. The client is a mailman and the surgery left him with a physical disability that has interfered with his ability to do his job.
3. You are working for the prosecuting attorney and a young adult has been accused of manslaughter in a car accident which killed the driver (a young mother) caused by suspected texting while driving, and the prosecution has asked for the maximum penalty.
4. You are working for the persecution team and an elderly driver accidentally got into an accident and his car caused serious damage to a corner ethnic store owned by a Chinese family. He is being sued for damages and possible jail time due to negligence.
5. A veteran who has just come back from his 4th tour of duty in Afghanistan has been involved in a brawl at a night spot in town. He is arrested and charged with numerous accounts including assault, disturbing the peace, drunkenness and disorderly conduct. The charges against him could cost him a dishonorable discharge from military service. You can take the role of working for either the prosecuting attorney or the defense team.