

Memorandum

To: English 589 students

From: Dr. Newmark

Subject: Guidelines for Audience Analysis memo

The purpose of this memorandum is to provide you with details for the Audience Analysis memo assignment.

Assignment Overview

This assignment seeks to expand on your understanding of the ways in which “audience” affects technical communication. You will examine and explain the ways in which companies present technical information to different audiences through print advertisements.

Assignment Guidelines

For this assignment, use the “Internet Exercise” number three, on page 109 of your textbook, as a guide. You will need to present your information in a 500-word memo, accompanied by color-copies of the ads. Instead of restricting you to ads by car companies, I welcome you to choose two products of basically any kind, with the stipulation that one is designed for a economy-minded audience (like the Kia, in your book’s example) and the other for a luxury-minded audience (like the Mercedes, in your book’s example). Other than this difference, please follow the book’s instructions for “contrast[ing] the audiences for the two ads.” Be sure that your ads come from print magazines. If you try to find images of products marketed to “different types” of audiences via a Google Images search, or through an online catalogue, you will be starting off on the wrong foot (for reasons discussed in class).

One additional feature that your memo should have, beyond the book’s requirements, is mention of the kinds of “appeals” (as discussed in chapter eight) that these ads make. Do the ads appeal to reason, emotion, the company’s credibility or reputation?

As the assignment on page 109 stresses, remember that your “purpose is to contrast the two audiences, not merely to describe the content of the ad[s] or [their] design” (109).

Due Dates

- Peer reviews: Please bring a copy of your Audience Analysis memo to class on **Friday, February 12th**, along with the two ads you have used.
- Final Draft due on **Monday, February 15th**.