

Memorandum

To: English 341 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.

Assignment Guidelines

For this assignment, please find two advertisements for a similar product that is marketed to two different audiences. For example, you might choose watch advertisements. You would find one ad for a “budget” watch and another ad for a “luxury” watch. In a 500-word memo, accompanied by color-copies of the ads (or the ads themselves), examine the ways in which the advertisers and companies choose to appeal to these audiences. How does the ad directed to the “budget” audience differ from the ad focused on appealing to the “luxury” audience? You can choose two products of basically any kind, with the stipulation that one is designed for an economy-minded audience and the other for a luxury-minded audience. You will need to contrast the “needs” of these audiences as reflected by the advertisements’ strategies of appeal.

Your memo should clearly examine 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? Do the ads rely on any logical fallacies to make their claims?

Your job is to not only *describe* the advertisements (though you need to do this); you must also analyze closely the appeals to audience that the ads make and reveal *how* these ads make those appeals.

Due Dates

- Peer reviews: Please bring a copy of your Audience Analysis memo to class (in hard copy or digitally) on Tuesday, September 23, along with the two ads you have used.
- Final Draft due on Tuesday, September 30.