

AUDIENCE

AWARENESS 1

Write adjectives that are beginning these letters the same as an example.

Magestic

Amazing

Rough

Curvy

Handsome

A
U
D
I
E
N
C
E

A
W
A
R
E
N
E
S
S

What does audience awareness mean?

Audience awareness means knowing your audience so that you can decide what information to include in a document or presentation and how to convey it most effectively. You should consider your audience when choosing your tone, content, and language.

What does audience mean in writing

An **audience** is a group of readers who reads a particular piece of **writing**. As a **writer**, you should anticipate the needs or expectations of your **audience**.

▶ Audience Awareness in the Composing Process

You should consider your audience early in the course of writing documents or speeches, but not necessarily as the first step.

Here are some questions to ask when analyzing your audience:

- ▶ How much does the audience know about the subject? The level and type of knowledge your audience already has determines how much background you need to provide, which terms will need definition or explanation, and whether you'll use an academic or familiar tone.
- ▶ How does the audience feel about your topic? You may need to convince a skeptical audience that your views have good points.
- ▶ What new information can you provide? Consider why your topic is important to your audience and what they can gain by giving you their attention. Can you motivate them to think more about your issue? To take action?
- ▶ What is your relationship to the audience? Are you giving orders, suggestions, or advice? Your tone may be more personal with a peer.

► The Effect of Audience on Style

Your style is partly determined by your audience. Together, the following elements constitute style; adjust them to reach your intended audience:

- **Message.** What does the audience care about, or what are they likely to act upon? What do they need to know from you?
- **Argument/Content.** What sort of evidence would convince them? What would they need to hear to agree with your argument? Would they appreciate a story or find it distracting?
- **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? Can you use fragments?
- **Tone.** Should it be personal or distanced, humorous or serious, formal or informal?

Leaflet

- ▶ A **leaflet** is a little book or a piece of paper containing information about a particular subject.

What is the purpose of a leaflet?

The purpose of a leaflet is to provide brief information in a small space. Often, leaflets are intended to **persuade** the reader on a topic.

What is the another word of leaflet?

A booklet, a brochure, a poster.

Leaflet

Read the leaflet below, which gives information about a youth outdoor-pursuits programme called The International Award.

The International Award

➤ What is it?

The Award is an exciting self-development programme for all young people worldwide.

It equips them with life skills, builds their confidence and engages them with their communities. It gives all young people aged between 14 and 24, regardless of their background, abilities or circumstances, an opportunity to experience challenge and adventure, to acquire new skills and to make new friends.

➤ What does the programme consist of?

It is a four-section programme, with three progressive levels: Bronze, Silver and Gold. Participants are in charge of their own programme, setting their own goals and measuring their progress against them.

➤ The Sections

- ◆ Service develops a sense of community and social responsibility
- ◆ the Adventurous journey cultivates a spirit of adventure and an understanding of the environment
- ◆ the Skills section develops cultural, vocational and practical skills
- ◆ Physical Recreation encourages improved performance and fitness

The Residential Project, an additional requirement at Gold level, broadens horizons through a worthwhile residential experience.

➤ **What are the benefits of involvement?**

The Award is widely recognised by educationalists and employers. Some of the benefits to young people include developing or discovering:

- ◆ a sense of achievement
- ◆ new skills and interests
- ◆ self-confidence and self-reliance
- ◆ leadership skills and abilities
- ◆ exciting opportunities
- ◆ friendship
- ◆ experience of teamwork and decision making
- ◆ a network of local, national and international connections
- ◆ enjoyment.

Ex: 1 Select the relevant material in the text, then use it to write the script for a talk to a group of fellow students in which you describe the Award programme and encourage them to take part.

Write about 300 words.

- Summarise the rules and structure of the programme.
- Explain the aims and what is involved.
- Comment on the benefits of taking part and give examples of your own.

**THE DUKE OF EDINBURGH'S
INTERNATIONAL AWARD**



A L W A Y S

T R Y

Y O U R

B E S T !