

Analyzing Audiences

Directions: Using one of the editorials, answer the questions to determine its possible audience.

Editorial 1 Title: _____

1. What is the writer's purpose for writing this editorial? (The writer wants the reader to do or think what?)
2. How does the writer try to persuade the reader about this purpose? Use an example from the editorial to support your answer.
3. What age do you think the readers should be for this article? (For example, is this meant for children, teenagers, adults, etc.?) Use an example from the editorial to support your answer.
4. Do you think this editorial was written for men only, women only, or both? Explain.
5. Based on your answers to the above, who do you think might be the audience for this editorial? How do you know? Use examples from the editorial to support your answer

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Editorial 2 Title: _____

1. What is the writer's purpose for writing this editorial? (The writer wants the reader to do or think what?)
2. How does the writer try to persuade the reader about this purpose? Use an example from the editorial to support your answer.
3. What age do you think the readers should be for this article? (For example, is this meant for children, teenagers, adults, etc.?) Use an example from the editorial to support your answer.
4. Do you think this editorial was written for men only, women only, or both? Explain.
5. Based on your answers to the above, who do you think might be the audience for this editorial? How do you know? Use examples from the editorial to support your answer