

*Audience needs analysis:*

1. Who is the reader? What is the readers age, gender, religious background, educational background, and ethnic heritage?
2. What is my relationship with the reader?
3. What impact on my presentation - on choice of words, level of complexity, and choice of examples - will the reader have?
4. Why will the reader be interested in my paper? How can I best spark the readers interest?
5. What does the reader know about the topic's history?
6. How well does the reader understand the topic's technical details?
7. What does the reader want to know? Need to know?
8. What level of language content will I use in discussing the topic, given the reader's understanding?
9. What are the reader's views on the topic? Given what I know of the reader, are they likely to agree with my view of the topic? to disagree? to be neutral?
10. What factors are likely to affect the reader's beliefs about the topic? What special circumstances (work, religious conviction, political views, etc) should I be aware of that will affect the reader's views?
11. How can I shape my argument to encourage the reader's support, given their present level of interest, level of understanding and beliefs?