

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 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 (or originals) 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).

Two additional features that your memo should have, beyond the book’s requirements, are mention of the kinds of “appeals” (as discussed in chapter eight) that these ads make and consideration of whether the ads rely on any logical fallacies to make their claims. Do the ads appeal to reason, emotion, the company’s credibility or reputation? Do the ads rely on fallacies like the “argument from authority” or others? 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). Be sure that your document employs helpful “indicators” (section breaks with appropriate titles, effective use of page space, use font choice and style, etc.).

Due Dates

- Peer reviews: Please bring a copy of your Audience Analysis memo to class on **Wednesday, February 26th**, along with the two ads you have used.
- Final Draft due on **Wednesday, March 3rd**.