

Activity Plan to Develop Awareness of Audience



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- Aim:** To develop awareness of audience by exploring journalistic style.
- Motivation:** What types of magazines or newspapers do you most enjoy reading? What makes these publications interesting to you?
- Presentation:**
1. Read the class two articles from two vastly different magazines.

What are the main differences between the pieces? (Possible responses regarding content – topics, degree of development)

Which was more successful at catching and holding your attention? Explain. (Possible responses regarding craft – word choice, hyperbole, sense of humor, sarcastic tone, light or airy mood)

What population might the writer have been targeting in each piece? How do you know?
 2. Pass around a variety of magazines, such as *The World*, *The Source*, *Newsweek*, *Seventeen*, *Latina*, and *Sports Illustrated*.

Ask students to leaf through the magazine to determine which articles were written for which audience.

Discuss how these authors were effective in keeping the audience in mind as they wrote these pieces.

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Guided practice: Create groups of four students.

Allow students to select one person to be interviewed and three to serve as interviewers.

Students should select a specific magazine's audience around which to center their interview questions. Each student will have the opportunity to ask one or two questions.

Students will draft paragraphs summarizing their interview, using language and content suitable to their selected audience.

Students will be called on to read their paragraphs aloud.

Discuss what strategies the interviewer used to appeal to the target audience.

Closure: Discuss: why is it important to keep your audience in mind as you write?