

Name: _____

Date: _____

Argument Writing:
Who Is Your Audience?

When you write an **argument**, you are trying to persuade your reader that your opinion is correct. Your reader is also called your **audience**. This is the person or group you are trying to persuade. You can assume that your audience does not agree with your opinion. It is your job to provide evidence that will convince them that you are right.

Before you begin writing your argument, you need to understand who your audience is and what they believe. Knowing your audience will make your argument stronger and more focused.

Answer the questions below to understand your audience.

1. What is the topic of your argument?

2. Who are you trying to convince of your argument? (*This is your audience.*)

3. Why does your audience care about this topic?

4. What kind of facts are important to your audience? Circle two.

scientific facts

personal experiences

evidence from text

casual observations

expert knowledge

logical reasoning

numbers & statistics

common knowledge

5. List two things your audience might believe that would keep them from agreeing with your claim.

• _____

• _____
