**AUDIENCE**

To write, we need to know two things:

1. Our subject
2. Our audience (What do they know about the subject? What is their attitude towards the subject? What are my reader’s needs in regard to my subject?)

Once you know these things you can decide on the kind and amount of information that should be included, the approach you will take to your subject and how you can best develop your subject. Within this process is that of knowing what your own purpose and attitudes are toward your subject. Keep in mind that we all have expectations of a writer.

Use **diction** that meets the subject and audience.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Informal | General | Formal |
| Vocabulary and Style |  |  |  |
| Sentence and Paragraph Structure |  |  |  |
| Tone |  |  |  |
| Typical Uses |  |  |  |

A satisfactory subject is

SIGNIFICANT

SINGLE

SPECIFIC

SUPPORTABLE

Have You passed the 4 s Test?

The answer to this question... produces this kind of paper.

What does your subject look, feel, sound, smell and/or taste like? ...........................DESCRIPTION

How did your subject happen? .....................................................................................NARRATION

How is your subject made or done? ..................................................................................PROCESS

How does your subject work? “

What are the main kinds of your subject? ..........................................CLASSIFICATION/DIVISION

What are the component parts of your subject? “

What are the significant features, characteristics, or functions of your subject? “

What are the causes of your subject? .....................................................................CAUSE/EFFECT

What are the effects or consequences of your subject? “

What are the similarities and/or differences between your subject and X? .....COMPARISON/CONTRAST

What are the main advantages/disadvantages of your subject? ............ARGUMENT/ PERSUASION

What are the reasons in favour of/against your subject? “