

Lesson 1.1

Audience

Writing Rules!

Teacher Overview

This teacher-directed lesson focuses on addressing the audience when composing an expository essay. Using several models, students will review how to determine their target audience and analyze how the audience can be addressed in an exposition. Students will then apply these skills and independently revise their expository essay to include a clear sense of their audience. The goal of this lesson is to help students understand that by maintaining focus on their target audience, they can convey information more clearly.

This lesson is intended for individual or small-group instruction. Note that words in **bold** may be read aloud, and each student activity page can be reproduced. Also note that some key words and concepts in this lesson appear in color, but the lesson can be printed in gray scale if preferred.

Lesson Highlights

Lesson 1.1, Audience (pages 2–8)

Objective: Students will evaluate their expository essay draft using the provided guiding questions and then revise their work as necessary to include a clear sense of their audience.

Materials: student activity pages, pens/pencils, student draft of expository essay

1.1A – Warm-up (pages 2–3)
Warm-up Activity 1.1A (pages 2–3)
Time: 15 minutes

1.1B – Guided Review (pages 2–5)
Student Activity 1.1B (page 7)
Time: 15 minutes

1.1C – Independent Student Revision
Student Activity 1.1C (page 8)
Time: 15 minutes

Projector Page 1.1A: Audience in Advertisements I (page 9)
Projector Page 1.1A: Audience in Advertisements II (page 10)
Projector Page 1.1B: Audience Comparison Paragraphs (page 11)

Lesson 1.1 Audience

Writing Rules!

1.1A – Warm-up



Review the concept of target audience and why it is important to include a clear sense of audience in expository writing.

Let's take a minute and think about the essay you wrote about a past invention. Who was your target audience? In other words, who did you write this essay for? Allow students to respond. Prompt students if necessary and address unreasonable answers.

It's true that your classmates and I are the target audience for this particular essay.

However, imagine that your essay was published in a magazine. Who else may be interested in reading it? What kind of magazine might publish your essay? Allow students to respond. writing about a past invention, your published essay could be found in a magazine like *National Geographic Kids*. This magazine has articles on historical topics, current events, people, places, and nature. Depending on students' chosen invention, other possible magazines could include *Owl* and *Cousteau Kids*.

Since you are concentrating on your target audience is one of the five most important characteristics of expository writing. In this activity, you will learn why it's important to include a clear sense of who your audience is when you are planning and writing your expository essay.

Deciding who your audience is can help you focus the language and information in your writing. Think of an expository essay as a letter to someone. If you're writing a letter to a relative, you may not include the same language or even the same information as you would in a letter to a friend. We can look at an expository essay in the same way; you'll want to use suitable language and information that will keep your audience interested.

Your reason for writing can also help you stay focused. You would usually decide the purpose for writing your essay before focusing your overall topic. You may want to list the different purposes for writing an expository essay or text (i.e., to explain how and/or why, to instruct, to compare and contrast, to explore problem and solution, etc.).

For instance, Calvin might have started planning his essay by choosing his topic, the compact disc. Then, he would have decided on a purpose for writing about the CD before focusing the topic. He could have chosen to compare and contrast the CD to vinyl records or he could have described how the CD was made. Either of these would have been good expository essays.

In your essay about a past invention, your purpose for writing was to explain how the invention has affected people's lives. There are many ways to inform an audience, and explaining is just one of them.

Lesson 1.1 Audience

Writing Rules!

1.1A – Warm-up (cont.)

Project 1.1A Audience in Advertisements I (page 9).

Take a look at these two advertisements, for instance. The first is a shampoo ad; the second is a cereal ad.

Who do you think the target audience is for the shampoo ad and why? Allow students to respond. Prompt if necessary and address unreasonable answers.

Who do you think the target audience is for the cereal ad and why? Allow students to respond. Prompt if necessary and address unreasonable answers.

Project 1.1A Audience in Advertisements II (page 10).

This ad is for cough syrup. Who do you think the target audience is for the cough syrup ad and why? Allow students to respond. Prompt if necessary and address unreasonable answers.

An advertisement is a type of visual essay. Since advertising is all about convincing certain people to buy the product, everything in the ad is aimed at luring in that audience. When writing an expository essay, you are luring your audience in — and keeping them there — with words and information.

1.1B – Guided Review



Project 1.1B Audience Comparison Paragraphs (page 11).

Let's do another quick activity together. Take a look at these two paragraphs. The first is the introduction from Calvin's expository essay, "A Sound Revolution: The Invention of the Compact Disc." The second is a rewrite of that introduction that targets a different audience.

Read Introduction 1 aloud. Identify the appropriate words and phrases on the projected image as you discuss them, and encourage students to do the same on their handouts.

1.1B – Guided Review (cont.)

Audience Comparison (key)

Introduction 1

1Imagine living in a world where a way to record sound has not been invented. 2If you wanted to listen to music, you would have to see a live show. 3If you turned on the radio, you would only get news and talk shows. 4**Sound boring?** 5**Well,** luckily we don't live in that world! 6We have recorded music and a new way to access it. 7The compact disc, or CD, is now being used to record and distribute music. 8This invention's cutting-edge design, user-friendly features, and unique sound quality have changed the way many people enjoy their tunes today.

audience: *teacher and classmates, music lovers, MuseNews readers*

Who is Calvin's target audience for this essay? Think back to the writing program to help trigger your memory. You can also identify words and phrases in the paragraph that signal, or give you clues about, who his audience may be. Allow students to work with a partner, and then have them share their answers. Prompt if necessary and address unreasonable answers.

From the very first sentence of this paragraph, we can see that the essay has something to do with sound recording. Based on this sentence, the audience could be musicians who record their music. Refer to Audience Comparison key and note the other signal words and phrases. **But after reading the sixth sentence, we know that the essay will discuss a new way of listening to music. Therefore, the audience might be people who listen to music, but we need to get to the end to make sure.**

The seventh sentence tells us the true topic of the essay, the CD. But it's this last sentence that clarifies who the audience is. The controlling idea spells it out for us: the invention of the CD has changed the way many people enjoy their music. So, who would care about a revolutionary new way to listen to music? Well, music lovers, of course!

Read Introduction 2 aloud for students.

1.1B – Guided Review (cont.)

Audience Comparison (key II)

Introduction 2

¹The compact disc, a digital data storage device, was created in the 1970s. ²**However**, the CD was only recently released as a sound recording device. ³Some experts believe that digital technology is the wave of the future. ⁴And they may be right. ⁵The CD's technology has already propelled the music industry into a whole new era. ⁶**What's more**, its storage volume, lightweight materials, and digital format have advanced music production and sales in a way that vinyl and cassettes never did.

audience: *teacher and classmates, musicians, music producers and companies, Rolling Stone/Billboard magazines*

Let's see if you can identify the target audience for the rewritten introduction. Ask students to think about this quietly for a moment and then discuss their thoughts with a partner. Have them work together to find signal words and phrases in the paragraph that hint at who the target audience might be. Then ask them to share their answers. Monitor and assist students as needed.

Just like in the examples we reviewed, once you decide who your audience is, it's important to keep them in mind at all times as you plan and draft your essay. Why do you think this is? Allow students to respond.

Forgetting your audience could lead to making poor language and content choices. If you never decide on an audience — or if you forget about them half-way through — then you could lose focus and create organization problems. As a result, your essay will likely be unclear or even distracting to your reader.

1.1C – Independent Student Revision



Students will now apply a stronger sense of their audience to their expository essay draft.

Now you will revise your personal narrative to incorporate a strong sense of your target audience. Remember that you are not only writing this essay for me and your peers but also for the type of person who would be interested in reading your essay.

First, go through your entire narrative and highlight, circle, or underline words and phrases that reveal who your audience is. Remember that your essay should include language, vocabulary, and information that is age-appropriate and interesting for your audience. If you need help deciding what needs revising, ask yourself the following questions:

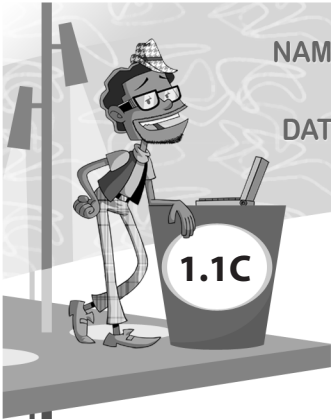
- **What is the subject of my essay?**
- **Besides my teacher and peers, who is my target audience?**
- **Do I include information about my topic that my audience may not know?**
- **Will my audience understand the language I have used?**
- **Do my lead and closing strategies focus on my readers' interests?**

If you can answer "no" to any one of these questions, then your narrative can be revised to include a stronger sense of who your audience is.

Once you finish identifying the areas you can improve, add revision notes on your paper and show it to me when you're finished. Your reminders should include appropriate words and phrases that help show who your audience is. Monitor and assist students as needed.

NAME: _____

DATE: _____



Audience Comparison Calvin's Introduction Paragraph Models

With your teacher and classmates, compare the audiences of Calvin's final introduction draft to his alternate introduction paragraph. Then decide who the audience is in the alternate draft. Take notes as you discuss details of the audience in each paragraph.

Introduction 1 — Final Draft

¹Imagine living in a world where a way to record sound has not been invented. ²If you wanted to listen to music, you would have to see a live show. ³If you turned on the radio, you would only get news and talk shows. ⁴Sound boring? ⁵Well, luckily we don't live in that world! ⁶We have recorded music and a new way to access it. ⁷The compact disc, or CD, is now being used to record and distribute music. ⁸This invention's cutting-edge design, user-friendly features, and unique sound quality have changed the way many people enjoy their tunes today.

audience: teacher and classmates, music lovers, and MuseNews readers

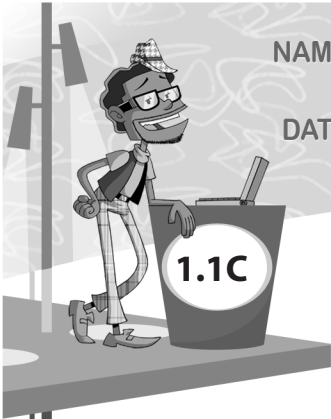
Introduction 2 — Alternate Draft

¹The compact disc, a digital data storage device, was created in the 1970s. ²However, the CD was only recently released as a sound recording device. ³Some experts believe that digital technology is the wave of the future. ⁴And they may be right. ⁵The CD's technology has already propelled the music industry into a whole new era. ⁶What's more, its storage volume, lightweight materials, and digital format have advanced music production and sales in a way that vinyl and cassettes never did.

audience: _____

NAME:

DATE:



Independent Student Revision Audience

Revise your personal narrative to incorporate a strong sense of your target audience.

First, go through your entire narrative and highlight or underline words and phrases that reveal who your audience is. Remember that your essay should include language, vocabulary, and information that is age-appropriate and interesting for your audience. If you need help deciding what needs revising, ask yourself the following questions:

- **What is the subject of my essay?**
- **Besides my teacher and peers, who is my target audience?**
- **Do I include information about my topic that my audience may not know?**
- **Will my audience understand the language I have used?**
- **Do my lead and closing strategies focus on my readers' interests?**

If you can answer “no” to any one of these questions, then your narrative can be revised to include a stronger sense of who your audience is.

Once you finish identifying the areas you can improve, add revision notes on your paper and turn it in when you're finished.

Audience in Advertisements I

An advertisement for Ruby's Intensive Cleansing Potion. It features a woman with long, dark hair, wearing a black dress, holding a hairbrush and looking distressed. To her left is a bottle of Ruby's Intensive Cleansing Potion. The text reads: "Ruby's INTENSIVE CLEANSING POTION" and "For those days when your hair needs *more* than just ordinary shampoo."

Ruby's
INTENSIVE CLEANSING POTION

For those days when your hair needs *more* than just ordinary shampoo.

An advertisement for Kelly's Multi-Grain Berry Bites. It features a cartoon boy with a large head and a wide smile, sitting at a table with a bowl of cereal. Next to him is a box of Kelly's Multi-Grain Berry Bites. The text reads: "Kelly's Multi-Grain BERRY BITES" and "With added antioxidants & nutrients... Because your child's health is important!"

Kelly's
Multi-Grain
BERRY BITES

With added antioxidants & nutrients...
Because your child's health is important!

Projector Page 1.1A

Projector Page 1.1A

Audience in Advertisements II



Being sick never
tasted so good.



Hurshie's Chocolate Cough Syrup

Projector Page 1.1A

Audience Comparison Paragraphs



Introduction 1 — Final Draft

¹ Imagine living in a world where a way to record sound has not been invented. ² If you wanted to listen to music, you would have to see a live show. ³ If you turned on the radio, you would only get news and talk shows. ⁴ Sound boring? ⁵ Well, luckily we don't live in that world! ⁶ We have recorded music and a new way to access it. ⁷ The compact disc, or CD, is now being used to record and distribute music. ⁸ This invention's cutting-edge design, user-friendly features, and unique sound quality have changed the way many people enjoy their tunes today.

Introduction 2 — Alternate Draft

¹ The compact disc, a digital data storage device, was created in the 1970s. ² However, the CD was only recently released as a sound recording device. ³ Some experts believe that digital technology is the wave of the future. ⁴ And they may be right. ⁵ The CD's technology has already propelled the music industry into a whole new era. ⁶ What's more, its storage volume, lightweight materials, and digital format have advanced music production and sales in a way that vinyl and cassettes never did.

Projector Page 1.1B