**Consider the Audience**

Before you craft a message, you must consider your audience. What do they already know? With what vocabulary are they familiar? How formal does the message need to be? Think about each audience listed below and make notes about what you would include if you were sharing information on your topic with them.

Topic: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
| Audience | Notes |
| Email to a friend |  |
| First or Second Grader |  |
| News Story |  |
| TV or Radio Ad |  |
| Presentation to the Class |  |
| Journal / Diary |  |

Review your notes and summarize what you learned about considering the audience in sharing information about your topic.