

The first two considerations in the writing process are purpose and audience.

Purpose

Purpose is the reason why you are writing and the message you hope to convey to the reader. To get started, ask yourself these questions:

- What does my instructor want me to do? Inform, persuade, argue, analyze, define, etc.
- What do I hope to accomplish by writing this document?
- What do I want the audience to do, feel, or think after reading this document?
- How do I want to be perceived by the people who read this document?
- Will this document be in print only or posted online also?

Audience

Audience is the person or people to whom you are writing. When considering audience, ask yourself these questions:

- Who is my audience?
- Are there any topics that would be inappropriate for this audience?
- What does my audience already know about my topic?
- Does my audience expect me to be formal or informal?
- Does my audience expect a certain length to my document?
- What does my audience already think and feel about the topic?
- What does my audience need from this document?
- Do I need sources to make my document credible for my audience?