

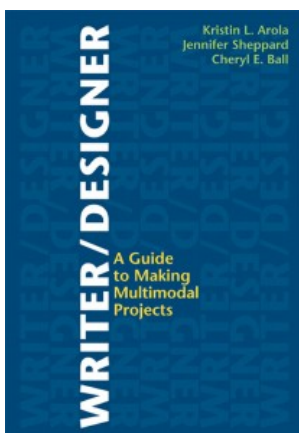
THE AUDIENCE FOR ECONOMICS



Audience

Writing for an Audience, from *Language: A Reader for Writers*, and *Writer/Designer* overlap on the element of audience. *Writer/Designer: Chapter Two* touches on the element of audience by deconstructing the individual elements of rhetorical analysis, but it also comes audience from the perspective of design. *Writing for an Audience* approaches the topic of audience as a gap that must be closed, or bridged, between the author and the reader. They both have overlapping themes, yet they give an **approach for audience from different vantage points**.

[Writer / Designer \(Chapter Two\): Audience](#)



Writer/Designer

- Audience is the intended readership for your text.
- There are Primary and Secondary audiences:
 - **Primary:** intended audience
 - **Secondary:** outside of the intended audience
- Consider the **values** and **opinions** of both the primary and secondary audiences.