AUDIENCE PROFILE SHEET

View Markel pg. 88 and pp. 89-93 as you fill out this profile sheet.

**Reader’s Name:**

**Reader’s Job Title:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Kind of Reader:** Primary |  | Secondary |  |

**Reader’s Education:**

**Reader’s Professional Experience:**

**Reader’s Job Responsibilities:**

**Reader’s Personal Characteristics:**

**Reader’s Personal Preferences:**

**Reader’s Cultural Characteristics:**

**Reader’s Attitude Toward the Writer:**

**Reader’s Attitude Toward the Subject:**

**Reader’s Expectations about the Subject:**

**Reader’s Expectations about the Document:**

**Reader’s Reasons for Reading the Document:**

**Reader’s Way of Reading the Document:**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Skim it | |  | | Study it | |  | Read a portion of it | | | | | |  | | Which portion? |  |
| Modify it and submit it to another reader | | | | | | | | |  | |
| Attempt to implement recommendations | | | | | | | | |  | |
| Use it to perform a task or carry out a procedure | | | | | | | | | | | |  | |
| Use it to create another document | | | | | | | |  | |
| Other |  | | Explain. | |  | | | | | | | | | | | |

**Reader’s Reading Skill:**

**Reader’s Physical Environment:**

**Summary of Audience:**(Should be 100-200 words and should pull together a composite assessment of your reader in the key ways you will need to meet their needs with your text.)