**Intended Audience:**

A specific group of people for whom a product, speech, or service is designed

**WHY DOES AUDIENCE MATTER?**

The purpose of an argument is to **persuade** an audience that a claim is true. A strong argument always has a claim, supported by valid and relevant evidence, with reasoning that explains why and how the evidence supports the claim. However, even a very strong argument may not convince a particular audience. **The final step in making effective arguments is considering your audience and crafting your argument to persuade that particular group of people.**

**HOW DO I PERSUADE MY AUDIENCE?**

Depending on the audience you are trying to persuade, you should consider using one or more of the following techniques:

* + **Logic** – showing step by step how the evidence leads to the claim
  + **Appeal to Emotion** – highlighting the part of the evidence that might make the audience feel a certain way (or makes the person stating the argument feel a certain way), and connecting that emotion to the claim.
  + **Evidence Selection** – choosing evidence that is likely to appeal to the audience’s own experiences, values, or priorities.
  + **Language** – using the kind of language that is appropriate for the audience.

*Examples:*

* If you were presenting an argument to a group of **scientists**, persuading them that your hypothesis was correct, you would use logic and avoid emotion. You would select very precise, specific evidence and use scientific language.
* If you were presenting an argument to a group of **18 and 19-year-olds**, persuading them to register to vote, you would appeal to emotion (be passionate about your commitment to social justice or democracy, make them feel guilty if they don’t vote), and use informal language.
* If you were presenting an argument to a group of **parents**, persuading them to get rid of sugary snacks at home, you would appeal to emotion (their love for their children), avoid overly scientific language, and use examples from their own experience (for instance, grocery shopping or preparing lunches).