**Consider your Audience(s)**

**Overview:** When writing anything, you need to consider your audience. When writing a refutation, you have to consider both the person whose argument you are refuting and, if this is being published in public, the audience you want to hear your side of the story. This form will help you figure out in detail how to address one or both of those audiences. Note: you need one sheet per audience, so if the writer of the original argument is part of your audience, he or she should be considered separately.

**Identifying audience(s):**  Are you trying to actually change the mind of **the person whose argument you are refuting**? If so, fill out the questions below with that person in mind. If not, work out whom you DO want to persuade to accept your view of the case. Remember that there is little point in **“preaching to the choir,”** so don’t write for a group that already agrees with you entirely. There’s also not much point in addressing someone who is totally against your whole world view, but that is a more honorable challenge, at least.

**Directions:** Fill out the form below to hone in on who your audiences are and how you can best reach them. You will bring it to the peer review and turn it in with your final draft, as well. You might need a separate sheet of paper for this, or you can make a copy/paste document from the online version of this and fill it in that way, typing.

**Audiences’ Knowledge/Attitudes/Values**: For each group or individual, you will need to answer the following questions.

1. What is your audience likely to already **know** (or think they know) about your topic?
2. What **information are they lacking**, or what do they misunderstand that keeps them from agreeing with you?
3. What **sources of information** are they most likely to be persuaded by? Why?
4. What are some **relevant beliefs** (religious, political, scientific, or whatever) that affect their stance on this issue?
5. **What values do they hold** that affect their stance on this issue?
6. How will you **appeal to common values** (i.e. values you and they have in common) to help change their minds (if needed), or to overcome their objections and move them from agreement to action?
7. **Your ethos**: What is this audience’s attitude toward you likely to be? Why? How will you present yourself as credible and qualified to discuss this issue (good sense, good morals, and good will)?