

Chart 10: Audience and Purpose

practice it Brainstorming Audience and Purpose (Part 1)

Imagine that your instructor assigned a paper on the topic of public art, but gave you complete freedom to choose the audience and purpose. Brainstorm a list of as many possible types of audiences as you can. Then, for each possible audience, brainstorm one or two possible purposes you might have in writing to that audience about that topic. The process has been started on the chart below. Fill in the rest of the chart with your own ideas, adding rows as needed.

Possible Audiences	Possible Purposes
<i>experienced professional artists</i>	<ol style="list-style-type: none"><i>1. to showcase important new works of public art</i><i>2. to share art techniques</i><i>3. to inform them of opportunities to promote their work</i>
<i>untrained artists and art students</i>	
<i>homeowners</i>	
<i>commercial property owners</i>	
<i>taxpayers/citizens</i>	
<i>educators</i>	
<i>others?</i>	

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