

Notice in the following example how the favorable adjectives and adverbs help persuade the reader that this is a good restaurant.

Topic: Place of business

Purpose: To persuade

A Great Mexican Restaurant

Ernesto's Restaurant, located at 2100 South University Avenue, offers superb Mexican cuisine. Ernesto's specializes in authentic south-of-the-border dishes such as sizzling fajitas, ample burritos, succulent chimichangas, and flavorful chiles rellenos. The portions are large and delivered to the table piping hot. All entrées are reasonably priced, between four and six dollars. In addition, the kids' menu, priced between two and three dollars, offers traditional kid favorites such as chicken bites, hamburgers, and grilled cheese sandwiches. The restaurant is tastefully decorated with lush tropical plants and travel posters of exotic Mexican locations; mariachi music completes the atmosphere. Ernesto's casual atmosphere makes it a popular spot with both students and families. Word of mouth has quickly spread about this great dining establishment.

Audience

Your audience is the reader or readers with whom you are communicating. We tend to be more aware of audience when we speak than when we write because the audience for the spoken word is right in front of us. We make decisions unconsciously about what to say and how to say it, tailoring our statements to the person or group to whom we are speaking. Although we have plenty of experience in choosing words for an audience, we sometimes forget this intuitive knowledge when it comes to writing—which we usually do alone rather than face to face with our audience.

Good writers tailor what they have to say and how they say it to fit what they know about their audience. Keep in mind your audience's interests, concerns, values, educational backgrounds, and attitudes in determining what information to include and how to present it.

“Here's a paragraph on bikes that I am directing toward an **audience of students**. Determining my audience helped me narrow my topic and helped me pick the supporting ideas I would use, for example, cost and convenience.”

Free Wheeling

Riding my bike to school is a great alternative to driving a car. First, the purchase price of my brand-new, top-of-the-line touring bike, \$800, was well within my budget compared to the thousands I would have had to spend to purchase even a dilapidated secondhand car. Second, my bike saves me money

Peer Example



Tony