

Identify the audience and purpose - teaching notes

Activity Title	Identify the audience and purpose
About the Activity	<p>This activity is designed to focus on the importance of identifying the purpose and audience of their report. It shows how a report on the same topic may differ greatly if it is being written for a different set of readers.</p> <p>Students are often so concerned with getting the structure of their reports right, they can lose sight of the fact that reports are not just a set of formal guidelines, they are intended to inform an audience about a set of actions and outcomes.</p> <p>The activity has a selection of report briefs in pairs – each pair is aimed at a different audience and purpose. Students have to identify the audience, why the report is needed, and what the audience want to find out.</p>
Activity Type	<p>A small group activity</p> <p>But it can also be used as a warm-up in a workshop, lecture, or seminar if you select just 2 of the report briefs to compare.</p>
Time	<p>10 minutes to read and interpret the briefs</p> <p>7 minutes to feed back and discuss</p>
Suggested use	<p>This can be used as an activity in a workshop on effective report writing.</p> <p>It could also be used to spark discussion in a lecture or seminar – especially if students are finding it difficult to interpret their report briefs or keep their reports focused and relevant.</p>
Supporting materials	<p>Identify the Audience and Purpose handout.</p> <p>Subject lecturers can adapt the examples on the handout to use briefs from their own disciplines.</p>