

## EH 102 Audience Analysis & Counterargument Assignment Sheet

Rough Draft Due: Tuesday, October 27 @ 11:59PM

Revision Workshop: Wednesday, October 28 @ 11:59PM

Final Draft Due: Sunday, November 1 @ 11:59PM

Grade Weight: 15%

Length: +/- 1200 words

Building upon your “Research Assignment,” this “Audience Analysis & Counterargument Assignment” calls for a close assessment of at least 3 different audiences for your research topic and re-writing your argument from those 3 different perspectives.

With each Audience Analysis paragraph (150-200+ words each), please carefully and thoughtfully describe the audience demographic for your research topic, what they value, and what their relationship to the topic is.

For each Counterargument paragraph (150-200+ words), re-write your argument from the point of view of each of your audiences. Remember, just because the prompt is a “counter” argument does not mean to just focus on the polar opposite of your argument. It simply means to think of your argument as having multiple sides all with different perspectives. Also, write each counterargument generously and thoughtfully as though the position is your own, even if you do not agree with it.

The goal here is to complexly and sympathetically imagine topics from other people’s perspectives so that when you go to make your own argument on your topic, you can generously acknowledge the value to their point of view before making your own full argument case.



## Audience Analysis

Each Audience Analysis paragraph should be between 150-200+ words and should carefully describe 3 different groups of individuals who are part of the rhetorical situation of your research topic. Be sure to be as fair and generous as possible when describing the demographic of each audience. You may bring in outside sources to help identify these audiences.

Details about each audience that you might include in your analysis paragraph are:

- Age range
- Racial identity
- Gender identity
- Socio-economic status
- Religious beliefs
- Political persuasions
- Employment types
- Regions of the country where they live
- Education background/level
- Median household income
- Socio-cultural beliefs

Not all of the audiences that you describe will necessarily require or call for all of these details.

## Counterarguments

For the Counterargument portion of this assignment, please re-write your argument/stance on your research topic from the perspectives of 3 different audiences. Each counterargument should be between 150-200+ words and should cover the following details in sentence/paragraph form: re-stating your research question, giving the answer to your research question from a different audience's perspective, and stating what that audience's argument would be on your topic, plus stating the exigence of their perspective and their supporting points. Use at least one outside source to contextualize each counterargument, and be sure to cite it correctly in MLA format. This means your assignment should have a Works Cited page with at least 3 sources listed

Here is a miniaturized version of the thesis handout set up to structure each different audience's perspective. You are welcome to use this template as you draft. Your title would read "Counterarguments: [your topic]" and right below it you would state your research question. Then, each counterargument paragraph could start with, "According to [Audience #1],..." Or "[Audience #1]'s stance on [Topic] is..."

Your Research Question(s):

Audience #1: \_\_\_\_\_

Answer to Your Research Question(s) from Audience #1's Perspective:



Audience #1's Argument/Thesis About Your Topic:

According to Audience #1, what is the exigence of their perspective? Why is their point of view the "best" or most important:

Audience #1's Supporting Point 1:

Audience #1's Supporting Point 2:

Audience #1's Supporting Point 3:

Audience #2: \_\_\_\_\_

Answer to Your Research Question(s) from Audience #2's Perspective:



Audience #2's Argument/Thesis About Your Topic:

According to Audience #2, what is the exigence of their perspective? Why is their point of view the "best" or most important:

Audience #2's Supporting Point 1:

Audience #2's Supporting Point 2:

Audience #2's Supporting Point 3:

Audience #3: \_\_\_\_\_

Answer to Your Research Question(s) from Audience #3's Perspective:



Audience #3's Argument/Thesis About Your Topic:

According to Audience #3, what is the exigence of their perspective? Why is their point of view the "best" or most important:

Audience #3's Supporting Point 1:

Audience #3's Supporting Point 2:

Audience #3's Supporting Point 3: