

Thesis	
Tone	
Audience	
Purpose	
Point of view	

### **Audience**

The first thing you'll want to do after you've settled on a definitive audience is to analyze their basic needs, wants and values. Please respond to these questions below:

1. Who is your target audience? (Describe this group briefly but specifically).
2. What do they know about your subject? Will you have to prove the existence of the trend or phenomenon you are writing about to them? How extensively will you have to define or describe it for them?
3. What attitudes might they have about your subject? Do they care about it? Are they indifferent to it? Will they be skeptical but convincible? Will they be resistant and perhaps even antagonistic? How might they understand it differently from the way you understand it?
4. What parts of your argument will they already agree with?
5. What causes or consequences would they be most likely to think of?
6. Which of your possible causes or consequences might they be skeptical of, and why?
7. How are you different from your target audience and how will those differences affect your argument?
8. Why doesn't your target audience already believe your claim?

(adapted from Judith Reynolds)

## ELA 3-4 Honors Thesis and Essay Scaffold (outline)

Topic Narrow focus of your paper	
Body Paragraph 1 Topic & Topic Sentence	
Main idea 1	
Support Evidence 1	
Main idea 2	
Support Evidence 2	
Body Paragraph 2 Topic & Topic Sentence	
Main idea 1	
Support Evidence 1	
Main idea 2	
Support Evidence 2	

**Construct your thesis below: Remember, your thesis will include your topic and claim!**

**Quick Reminder:**

**Rogierian Argument:** non-confrontational, collegial and friendly tone. Respects others views and allows for more than one truth. Seeks to achieve common ground, not to fully convince someone.

**Classical Argument:** Simplest form of argumentation, includes five parts. Respects others views but keeps in mind that the audience may not be open to new ideas and perspectives.

Highlight argument style and then complete your argument break-down in the center column.

<b>Rogerian</b>	<b>Outline Your Argument Below</b>	<b>Classical</b>
State the nature of the problem.		Introduce the topic and poses thesis
Summarize the opposition's argument.		Narration: provides background on the issue – puts things in context.
Recognize what elements of the opposition's argument have value.		The confirmation which lays out in logical order the claims and the evidence.
Summarize your position.		Refutation or concession which looks at the opposing argument.
Demonstrate why your argument has value.		Summation – the strong wrap up of the argument
Conclude with a proposal that can appeal to the self-interest of both sides in the conflict.		

