

How audience affects your writing

Three different ways to write about stress

Your readers don't know anything about the subject; you are writing an article for an exercise magazine.

Exercise can reduce stress

Includes plenty of background information

We all know that regular physical exercise will improve our health and appearance, but did you know that exercise can reduce stress? The next time you feel too overwhelmed with your responsibilities, remember that taking time out for physical activity will actually improve your body's reaction to the stressors in your life. Devoting thirty minutes a day to walking, swimming, or biking will put the responsibilities into perspective and give you a feeling of control. When you can add socialization to the mix by exercising in a class or walking with friends at work, you increase the benefits even more.

Lets the reader know the importance of your ideas

Presents ideas that will interest the reader

Your readers are experts; you are writing a brochure for the local YMCA.

The benefits of Laughter Yoga

Provides minimum background information

While any type of yoga will assist in managing stress, Laughter Yoga is especially effective. Laughter Yoga, first practiced almost a hundred years ago, involves practicing traditional yoga while voluntarily laughing out loud. It is based on the belief that voluntary laughter (forced laughter) will bring about the same psychological and physiological benefits as involuntary laughter. The laughter in this setting does not rely on an intellectual perception of humor, but rather on the physical act of producing laughter. Twenty minutes of engagement will produce full benefits for the participant.

Includes new ideas

Details are accurate

Your readers do not agree with you; you are writing a community center blog.

The benefits of stress

Acknowledges the opposing viewpoint

Many people believe stress is a negative force, but it can actually help you achieve, contribute to physical fitness, and boost your confidence. Having some stress in your life keeps you motivated to get up every day and take on the responsibilities of your life. Stress, and the ability it brings to help us perform well in physically demanding situations, is what drives many athletes to reach great heights. Finally, when you use the energy produced by stress to overcome fears or obstacles, you feel proud of your achievement and ready to move forward.

Presents new information

Offers three convincing reasons