

Throughout the life of a student, their professional communication skills will need to be continuously developing as their careers progress. As students begin work in their respective fields, the usage of voice, audience awareness, and rhetorical appeals becomes more important. Articles, research papers, and even journal entries each have their distinct audiences and the writings should be directed towards meeting the expectations of their respective audience while utilizing different voices and rhetorical devices.

Audience awareness describes what group of people that a piece of literature will be attempting to reach, and what the purpose of this writing should be. As students, the audience for our writings is commonly the instructor, or our peers, although this will change as we begin our careers. As you might expect, a published research paper will have significantly more details and explanations about a specific topic than a journal entry would, and this is due to the audience. The audience of a research paper is expected to be highly knowledgeable on the topic meanwhile, the audience of a journal entry might be an average high school student doing basic research on the topic. As I look into pursuing a career in research, audience awareness is an important aspect to utilize when writing scientific papers and articles for the public. To go alongside audience awareness, the voices being used throughout a piece of literature affect the lasting feeling of the reader.

The importance of voice comes from the ability to persuade the reader. Using a direct voice throughout parts of your writing helps the reader believe that proper research was performed, and a clear understanding of the topic was obtained by the author. Alongside using a direct voice, being able to demonstrate your confidence on the subject by using persuasive words, such as “certainly”, when making a claim helps the reader feel a sense of confidence in your knowledge. Being able to manage the voices you use throughout the writing can be difficult but will allow your audience to connect to your writing more effectively.

Alongside using voice to persuade the reader, rhetorical appeals can be used to engage the reader, develop a logical argument, and build credibility for yourself. By utilizing rhetorical appeals, the author can form more concise arguments which will be easily understandable by the intended audience. By citing sources, making logical relationships between the data and conclusion, and using well-known facts throughout my arguments, I will develop my skills as a scientific writer.

As I continue my education, I will be challenged by writing various research papers, and other types of literature. By utilizing the three skills of voice, audience awareness, and rhetorical appeal, I will be able to engage the audience more frequently, while providing a logical conclusion which can be understood by the intended audience. Regardless of your career, technical writing will always play a large part in demonstrating the work you perform.