Journal 2

“Audience Analysis” by Richard Norquist

At the start of Richard Norquist’s article titled “Audience Analysis in Speech and Composition,” audience analysis is defined as the process of determining the values, interests, and attitudes of the intended audience. Audience analysis can be utilized towards a multitude of situations. In business writing, it is emphasized that one must know who the audience is. “Are they friends or enemies, customers or competitors?” Depending on who the audience is, the strategy of writing a business report will change as the detail, language, and style of one’s work will have to adapt. When incorporating audience analysis in composition, one must think about who the audience is, what they believe about the topic beforehand, what one wants the audience to believe about the topic afterwards, and what the audience thinks of the writer. The article continues with the copious amount of ways audience analysis is employed, as in public speaking a similar idea to composition is employed: who is the audience and what opinions does the audience already have. To be added onto this, one also must consider where the audience will be addressed, when, and why would the audience be interested in the topic. However, Norquist, through cited work, warns of using too much audience analysis, as audience analysis should never lead to one inhibiting self-expression. In everyday life, we see audience analysis all the time, from trying to convince a friend to go to the movies to trying to debate about what sports team is going to win it all. It is a powerful skill to have as by considering the audience, one gains the ability to potentially convince them of a certain belief. This is especially handy in tense situations, an example being if I argued with a family member, where it is pivotal to be considerate of their heightened state and phrase my words in a way that does not incite more fury. By being aware of who you are dealing with, it becomes easier to convince them.

*Portfolio Keeping: A Guide for Students* by Nedra Reynolds and Elizabeth Davis

In chapter four of *Portfolio Keeping: A Guide for Students* by Nedra Reynolds and Elizabeth Davis, the usage of the reflective portfolio method requires one to pay attention to their work, learning, strengths, weaknesses, and preferences when working on projects. By understanding these things, reflective learners gain an ability to discuss their choices, which aids when creating a process portfolio, where one would identify what he/she has learned both from working on projects and collecting, selecting, and arranging the entries. As the chapter goes on, it emphasizes the importance of “record keeping,” when one would write informally about material they have covered recently. However, by record keeping, an individual will find it easier to create a first-rate portfolio. Next, under the passage titled “Journals and blogs,” journals and blogs are defined as embodying forms like a personal diary, travel narrative, and professional record. By keeping a journal, one can reflect on their work constantly and draw from certain ideas that can be implemented into a portfolio, while with blogs, individuals can use it as an electronic portfolio or working folder. Afterwards, reviewer memos are discussed, which is when a reflective learned thinks about how an audience would react to the methods that the learner uses while he/she writes. It can help to organize structures in writing and is open to receiving positive feedback from potential reviewers. Lastly, chapter four discusses midterm self-assessments, which would occur as one approaches the midway point of an internship or course. It focuses heavily on what one has learned overtime with the project, what strategies are and are not working, and what can be improved on. In life, it is crucial to always set checkpoints on certain tasks: this way progress can accurately be assessed, and techniques can be improved. While it may seem like a hassle to have to think over work, oftentimes we find that almost everything we do can be improved upon. If we never take a moment to reflect on our actions and progress, then we are ultimately doomed to repeat the same mistakes, akin to how history has often repeated itself because of similar mistakes being made in the past. It is impossible to learn if one never tries to learn by going through his/her work.

*Habits of the Creative Mind: A Guide to Reading, Writing, & Thinking* by Richard E. Miller and Ann Jurecic

In chapter one of *Habits of the Creative Mind* by Richard E. Miller and Ann Jurecic, the writers insist that writing can be creative, attentive, curious, persistent, and flexible. The novel will teach that writing is “a technology for thinking new thoughts,” and that this is only possible through mental activities. The writers introduce three essays, “On Finding Your Feet,” “On Habits,” and “On Thinking New Thoughts.” In “On Finding Your Feet,” an analogy is made between Alice and the readers: both have suffered from boredom. Alice solves this problem by chasing after the rabbit that races by her, and from there the plot of *Alice’s Adventures in Wonderland* begins. “Nothing is inherently interesting; but everything… has the potential to be made interesting” is what the writers state, and as such the human mind can be trained to not look at something as mundane, but rather as a source of potential thoughtful reflection, which helps with writing as an extension of exploring and understanding the world as opposed to just mindlessly typing words into a computer. In “On Habits,” the writers explain how writing is a technology for thinking new thoughts, demonstrating that it is important as both a self-reflection tool and a method to sharpen one’s creative mind. Finally, in “On Thinking New Thoughts,” the writers agree with Henry David Thoreau on the idea that learning to be alone for long periods of time is essential to self-mastery. Overall, for one to become a far stronger writer, one must always be aware of how they feel towards writing and be willing to take certain steps to change their outlook. By doing this, it becomes easier to understand one’s work and improve it. Akin to real life, as if one wants to, for example, lose weight, the individual may have to first change the mindset about exercise. It is much more beneficial to train yourself to enjoy something you may hate than to try and fight through your hatred of a certain activity for the sake of reaching a goal. Being a master of self is dire, and by shaping your mind through habits, it becomes easier to achieve the goal, whether that be becoming a better writer or anything else.