**Narrowing Your Topic and Audience**

You should begin researching your topic for Project 1 early to make sure that it is of great interest to you and that you can make informed decisions about the position you will take as you develop your argument for your intended audience. Being knowledgeable about your topic and addressing your audience effectively will enhance your credibility as a writer and help you reach your audience better. It will also help you with the assignments leading up to your final draft.

Remember, you can write about the same topic in both Project 1 and 2. This is not a requirement but highly suggested. For example, in Project 1, you would examine the causes or effects of a local or occupation-specific problem, and then in Project 2, you would propose a solution to the problem.

You may listen to this video on Narrowing Your Topic, which gives tips for focusing a topic that are specific to the requirements of the assignments in this class: <https://youtu.be/MUv6VzkiGAg>

**To complete this assignment:**

Spend some time reading and gathering background information about your topic for Project 1.

Use the ASU library databases and web resources to make sure there is comprehensive information in credible/academic and scholarly sources. Avoid drawing all of your sources from newspapers, magazines, and websites. Search for scholarly articles from journals to supplement your research. The databases below are the best for your project:

[Library One Search](https://lib.asu.edu/librarychannel/library-minute-library-one-search)

[Academic Search Premier (EBSCOhost)](http://www.asu.edu/lib/tutorials/asp-search/)

[Google Scholar](http://www.asu.edu/lib/tutorials/google-scholar/)

[Lexis Nexis Academic](http://www.lexisnexis.com.ezproxy1.lib.asu.edu/hottopics/lnacademic/)

[ERIC](http://search.proquest.com.ezproxy1.lib.asu.edu/eric/advanced?accountid=4485)

[JSTOR](http://www.jstor.org.ezproxy1.lib.asu.edu/)

[PsycINFO](http://search.proquest.com.ezproxy1.lib.asu.edu/psycinfo/advanced?accountid=4485)

[Alt-Press Watch](http://library.lib.asu.edu/record=e1000026%7ES3)

[Access World News](http://library.lib.asu.edu/record=e1000012%7ES3)

Next, present your research findings and the analysis of your intended audience, answering the following questions:

1. What is your topic for Project 1? Is it an arguable issue about causes or effects? It should be. And you should be arguing for either causes or effects – not both. Why do you care about this topic?

My cause and effect paper will be about on childhood obesity with specific focus on local school district contributing to this epidemic. My intended audience will be my local school PTA and district directors. I was stunned to find out that our school still chooses to offer

our kids sugar-packed beverages during lunch and in some school campuses, sodas are readily available to the students.

1. Once you have settled on a community, identify your target audience. Is it a leader or group of individuals within that community who can be persuaded by your perspective? Or perhaps it is an individual or group from outside the community whose understanding of your community is important to your community.

My intended target audience for this paper will be school’s PTA organization. These are parents and teachers that have the best interest at heart wanting to better our kids, communities, and school. I’m fortunate enough to live in an affluent neighborhood where parents are extensively involved with school activities and well-being of their kids.

Example: In the previous example of the food deserts, which audiences are affected by the topic within your community? Single parents? Community leaders? Local investors? Which audiences outside the community need to better understand the causes and effects of food deserts? Food producers? Investors with the capital to invest in grocery stores? Developers? Which audiences overlap with part of the community? City leaders? Local entrepreneurs? Which of these audiences can you persuade to see food deserts in a new light in order to produce significant change?

1. How does your topic/issue impact your community, and specifically, your target audience? Why does it matter to them?
2. Which library databases did you consult to research your topic? After your research, have your thoughts/position on the causes or effects you plan to examine changed? If so, how have they changed? What new information did you uncover about your topic? What research do you still need to conduct to obtain more information about your topic?