

MEMORANDUM

TO: Professor Roosa

FROM: Thi Huynh

DATE: February 6, 2020

SUBJECT: Audience Analysis

The organization is addressing non-specialists using simple language and eye-catching layout. The main target audience of this article are intellectuals, individuals with medical backgrounds, and young people with an interest in building a healthy lifestyle. The audience should be internet proficient and comfortable with using the incorporated links if they want to do more research.

There are two main purposes of the page. The organization first informs readers of the definition of Behavioral and Social Sciences Research, its aim to establish a healthier lifestyle and to help people avoid unhealthy ones, and its methods of researching. The second purpose is to introduce some on-going projects with promising results and statistics to provide an optimistic look into the future.

Regarding audience adaptation, there are three main groups of approach. First, the article includes a strong introduction with leading information about the century to catch the attention and interest of readers. Second, the writer breaks the text into short chunks and paragraphs with clear headings and lists. With each topic, a question serves as a topic sentence, so the readers get the main ideas immediately. Parallelism is employed at both sentence and paragraph levels to provide lists with clarity. Last, a variety of different graphics and type styles makes the article look organized and reader-friendly. There are different typographical styles such as sizes, colors, and indentation for the headings and boxes of examples, which clearly help many visual readers.

Best,

Thi Huynh