**Alternate** R**eport on Primary and Secondary Audiences**

**Assignment Summary**

This is an alternate assignment to be completed ONLY if a student wishes to achieve the grade of “A” in WRTG 394 and **cannot complete** the PowerPoint with audio assignment for technical reasons.

**How This Assignment Relates to Your other WRTG 394 Assignments**

To complete this assignment, you will need to make use of the discussion topic called “Primary and Secondary Audiences.” This discussion topic, located in Week 4 in the Discussions area of the WRTG 394 classroom, will provide you with information that you can use in writing your report.

**What you must provide for this Alternate A Grade Assignment, a Report on the History of the Use of Templates and Boilerplate Language in Business and Professional Writing**

1. **A short report (see suggested format/template below) that defines what primary and secondary audiences are using reliable sources (preferably scholarly) to inform those definitions (minimum length – 250 wds.)**
2. **The report should use two (2) sources and cite these in correct APA 7th edition citation style. (One of these sources can be your Week 4 Discussion topic response for the topic “Primary and Secondary Audiences”).**

**Template to Use as You Complete this Assignment**

To present your short report on primary and secondary audiences used business and professional writing, you should follow the report template presented below. Be sure to include headings and follow standard business style in writing your report.

**Introduction**

In this section of the report, introduce the topic, give a brief context for the report (it might be helpful to mention important it is to identify primary and secondary audience(s) for a business report is as well as explaining/defining what primary audience is and what secondary audience is), and offer a thesis statement that tells readers that you will be giving them definitions of these terms and how you identified the primary and secondary audiences for your research report.

**Definition of primary audience**

Here you should give the definition of primary audience you have gathered from your source(s) and perhaps mention the role of primary audience identification in business report writing.

**Definition of Secondary Audience**

Here you should give the definition of secondary audience you have gathered from your source(s) and perhaps mention the role of secondary audience identification in business report writing.

**Discussion of Primary and Secondary Audience in Your Research Report**

Here you explain how you chose the primary audience for your research report and discuss the secondary audience you chose. You will want to explain why your secondary audience is important to your research report and how you considered them as you prepared your report.

**Conclusion**

Here you give a very brief summary of what your report on primary and secondary audiences has discussed. You may also add any observations you have about why choosing primary and secondary audiences is important in business writing.

**Have Fun!**