

Name _____

Reader's Viewpoint Answer Key

1. High school students
2. City residents and taxpayers
3. Parents of students
4. Environmentally conscious travelers
5. Scientists, policymakers, or educated public

Teacher Notes / Guide

Objective: Students will learn to identify an author's **intended audience** and reflect on how this awareness influences **tone, content, and bias** in informational and persuasive texts.

Teaching Tips:

- Begin by reviewing how **tone and diction** shift depending on audience (e.g., *email to a friend vs. news article*).
- Have students highlight **clues** to audience such as:
 1. Addressing words (e.g., *you, parents, readers, citizens*)
 2. Word choice (formal/informal, emotional/neutral)
 3. Purpose (to inform, persuade, entertain, rally support)
- Encourage class discussion on how **different audiences** might interpret the same message differently.

Extension Activities:

- Ask students to **rewrite one passage** for a new audience (e.g., Passage 1 rewritten for school administrators).
- Conduct a **"Bias by Audience" challenge**: students analyze how targeting specific groups can change bias.

Skill Connection: By identifying the intended audience, students develop a key close reading skill; understanding **how audience shapes bias and perspective**. This awareness helps readers become more critical consumers of media, advertisements, and public messages in everyday life.