

Audience Shift Exercise Answer Key (Sample Rewrites)

1. Before: Explain volcanoes

For a 5th grader → Write a short explanation of how a volcano works, using simple words and an example like lava flowing down a mountain.

For a college geology student → Write a detailed explanation of volcanic formation and eruption, focusing on tectonic plate boundaries and magma movement.

For a traveler/tourist → Write a brochure-style description of why people visit volcanoes, highlighting safety tips and interesting sightseeing features.

2. Before: Write about exercise

For a 5th grader → Write a short note about why kids should play outside or be active every day, using fun examples like riding a bike or playing tag.

For a professional athlete → Write a training guide that focuses on advanced strength and conditioning techniques for improving performance.

For a doctor writing a health pamphlet → Write a 1-page explanation of the health benefits of regular exercise, focusing on heart health, weight control, and reducing disease risks.

3. Before: Explain climate change

For a 5th grader → Write a simple explanation of how the Earth is getting warmer because of pollution, using examples like melting ice or hotter summers.

For a college environmental science major → Write a detailed essay that explains the greenhouse effect, human contributions to climate change, and current research trends.

For a community activist writing a flyer → Write a persuasive call-to-action explaining why people should reduce energy use and support clean energy in their town.

4. Before: Write about cooking

For a 5th grader → Write step-by-step instructions for making a peanut butter and jelly sandwich, using clear and simple directions.

For a professional chef → Write a detailed recipe that uses advanced techniques, such as making a reduction sauce, to highlight flavor complexity.

For a busy parent → Write a quick guide to three easy and healthy dinners that can be made in under 30 minutes.