



# Writing for Change

RAISING AWARENESS OF DIFFERENCE, POWER, AND DISCRIMINATION

## 4.8 Analyzing Audience in Academic Writing

### **Objectives**

Analyze the assumptions about audience and subjects in material from student textbooks.

Discuss how the assumptions relate to social justice issues.

### **Materials needed**

Copies of the handout

### **Time needed**

Thirty to sixty minutes

### **Instructor directions**

Have your students select a page or chapter from a textbook for one of their major classes.

Ask them to analyze the assumptions the material contains about the identity of the textbook's readers, and to answer questions about how the material is gendered, racialized, etc.

Encourage them to rewrite or discuss how they would structure the material to be more inclusive.



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## 4.8 Analyzing Audience in Academic Writing Handout

### Directions

Select a page or a chapter from a textbook for one of your major classes.

Analyze the assumptions the material contains about the identity of the textbook's readers.

Answer the following questions:

In what ways does the material include or exclude people of a variety of races, genders, socioeconomic statuses, cultural backgrounds, religions, ages, etc.?

How is the material gendered?

How is it racialized?

What is the identity of the sources consulted and the subjects tested in the development of the material?

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Who is included and who is excluded?

Rewrite the paragraph to avoid biases or assumptions about the audience. Describe how you would choose sources or structure experiments to be more inclusive.