Audience Analysis
A. Understanding your Audience (Specialists, technicians, lay persons).

B. Evaluating Audience Expectations (estimate the familiarity with the topic).

C. Adaptation for the Audience (decide what to include or exclude).

Describe a graphic item (figure/graphic/table/chart) to be given in the class.
1 Assign a number (Fig. 1, Chart 1, Table 1 Equation 1 or Scheme 1 etc.,) to the graphical object, and figure numbers should increase sequentially. No out-of-sequence numbering.

2 To describe the graphical object, first prepare an opening statement. The importance and relevance of the graphic should be apparent in this statement. Next, describe the figure (what is on the x-axis and what is being plotted on the y-axis etc.). Next, describe the essence of the graph, and any related expressions or equations. The reader should be able to picture the graphic accurately on reading the text. Do not simply write, Examine the graph/figure. Describe its content for the reader, in detail. Refer to the specific figure by its number. Continue the description, and end with a concluding statement.

3 If you need more than one paragraph, each para should have an opening statement, which connects with the previous one (transition). The text should seamlessly flow through out the document. Each paragraph should describe a single idea, no more.

4 The last sentence of the description should summarize the essence of the graphic (exit statement).

5 Cite any literature references or acknowledge the source of the graphic, if it is not your own.

Bonus assignment:
Write two paragraphs of (100 words each) to describe a graph supplied (target audience, sophomores)

Include: opening statement, descriptions, concluding statement, transition, exit statement and an equation. (Underline these components for grading purposes)