**Audience Analysis For Argumentative**

**Information Packet 75pts**

Now that you've conducted research on your topic, you should have a sense of some of the groups, organizations, companies, schools, and political figures that have a stake in and/or influence surrounding the area that you chose to research.

You are going to choose a specific group, organization, company, school, or political figure as your audience for the rest of the term.

**In this audience analysis you must:**

* present, in detail, the connection your audience has to the area of sustainability you've chosen to research
* Identify one specific practice, policy, or law the group, organization, company, school, or political figure currently supports that you feel is problematic to sustainability in the area you're researching,
* present what the group, organization, company, school or political figure has, is, and/or will gain for themselves if they choose to continue with the practice, policy, or law they currently have in place
* Present the ideas, data, evidence, or knowledge you feel the group, organization, company, school, or political figure would want/need to consider changing their stance on the practice, policy, or law that you view as problematic to the area of sustainability you’re focused on