

# Purpose Analysis Tables

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Discussed in [Screen Space 22: The Rhetorical Situation Part 2—Purpose and Context](#). Fill out these two tables to determine your audience.

## Purpose

### Your Purpose:

Your Possible Purposes	Yes/No. If yes, explain.
To persuade	
To entertain	
To inform	
To educate	
To get the audience to feel a certain emotion: such as awe, shock, happiness, fear, pity, and compassion.	
To get the audience to act: You may want to get the audience to vote for your candidate, to donate money to your cause, to buy your book, or do something else.	
To change your audience's opinion	
To advise or recommend	
To share	
To seduce	
To help	
To communicate	

<b>Other</b>	
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## Your Audience's Purpose

Purposes Questions	Answers
Why do they come to your site, blog, or digital media? What are their reasons?	
What are their goals or objectives when they come to your site?	
How does your site benefit your users?	
What task or tasks are they coming to your site to complete?	
Why do they choose your site, blog, or digital media?	