**Targeting Your Audience**

***Act. 1.17: “An Early Start on College”***

1. As you read the following article, identify the AUDIENCE.
2. Then annotate the article to identify the elements of audience: hook/grabber, claim, supporting evidence, call to action, and conclusion.





Answer the following questions:

1. What is the central claim in this editorial? How does the author introduce it? (in other words, what is the hook?)
2. The CSC study is used as evidence in this editorial. What claim does it support? How effective is it as a source to support the editorial’s central claims?
3. What call to action is offered in the editorial? Does the article effectively motivate you as a ninth grader to take action? Why or why not?
4. How does the conclusion support the central claim and convince readers to believe the writer’s evidence?
5. The StarTribune editorial addresses multiple audiences. Identify each audicence. Use quotes you highlighted to show how each audience is referenced or directly addressed in the text.
6. How effective is this piece at appealing to high school students? Why? What types of evidence and which rhetorical appeals are effective for high school students?