**\*As you read each paragraph, try and imagine the audience that each writer had in mind.\***

**Paragraph 1:**

Since you’re in the market for a new car, I wanted to tell you about mine. My new car is the best one I’ve owned. It’s a 2000 Mustang. It’s got a 5.0 L overhead cam engine with multi-port fuel injection. It can do 0-60 mph in 5.5 seconds. With that much engine, passing cars on the highway is a breeze, but handling corners on back roads is a little trickier than my old Honda CRX. I love the rush I get when I’m cruising around on my new wheels. You should consider buying one too.

1. How does the writer try to catch the **audience’s interest** in this paragraph?
2. What does the writer assume the **audience already knows**?
3. What kinds of **words** does the writer expect the audience will be familiar with and understand easily?
4. What does the writer want the **audience to know**?

**Paragraph 2:**

Since you’re in the market for a new car, I wanted to tell you about mine. My new car is the best one I’ve owned. It’s a 2000 Mustang. This sporty two-door is canary yellow with electric blue racing stripes and silver mag wheels. It has cordovan leather seats and a Bose sound system. The sunroof is the perfect finishing touch. You should see the looks I get when I’m cruising around with my new wheels. You should consider buying one too.

1. How does the writer try to catch the **audience’s interest** in this paragraph?
2. What does the writer assume the audience already knows?
3. What kinds of words does the writer expect the audience will be familiar with and understand easily?
4. What does the writer want the audience to know?