

## Perceiving Audience, Ethos, &amp; Personality

For each of the three texts you read for today (the Wired article, “How To Hack OKCupid”, The New York Magazine piece, “All My Exes Live In Texts”, and the excerpt from Jean Baudrillard’s Simulacra and Simulation), identify as many **indicators** (or “clues”) as you can find about what kind of **audience** each writer is appealing to (examples of **tone**, **word choice**, **subject matter**, **sense of humor**, **style**, and anything else you notice- visual and contextual clues are equally valid- if I publish a poem at brobible.com, neither I nor my parents may be proud) and be able to explain how those indicators point toward a specific audience\*\* or audiences.

\*\*If we took They Say/I Say as an example, I might say it’s “aimed at college students” or “aimed at college students who are anxious about entering academic discourse and appreciate down to earth advice.” There can be multiple audiences for any text- you could also argue that They Say/I Say is “aimed at composition instructors who are anxious to provide their students with down to earth advice about entering academic discourse”. You couldn’t say it’s “aimed at college students who are anxious...and appreciate advice filtered through pop cultural references to ke\$ha, the Vampire Diaries, and House of Cards.” (although I may write that book if teaching doesn’t pan out- and you can find things in bookstores like “South Park and Philosophy” or “The Simpsons and Philosophy”- so we can sometimes create or discover very small but enthusiastic audiences for our work).

Finally, see if you can make any inferences about the **personality** of each writer (Jean Baudrillard, Maureen O’Connor, Kevin Paulson), or, to use a broad rhetorical term, his or her **ethos**. Is that ethos scholarly, serious, relaxed, hip, angry, provocative (polemical?), urban, blue collar, skeptical, something else?

Kevin Paulson,  
“How To Hack OKCupid”

Maureen O’Connor  
“All My Exes...”

Jean Baudrillard

Target Audience(s),  
Indicators

Personality, Ethos