

# LESSON PLAN

# WRITING FOR AN AUDIENCE

## OBJECTIVES

- To consider the different audiences media reaches
- Think about what those audiences want to find out about

## TASKS



Introduce the session to your group



Talk through what media and journalism actually are



Complete worksheets



Discuss answers



Discuss your publication and who your audience might be



Discuss a name for your publication



Questions and close

## MATERIALS

Worksheets

Newspapers & magazines

Computers/iPads

Notebook & pen

## DISCUSSIONS

Who your audience is and what they want

The various media platforms we use

What a journalist actually does and what skills they have