**Delineating Audience and Purpose**

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| **Example** | **Audience** | **Purpose** |
| **1.**  **Girl and Book Ad** |  |  |
| **2.**  **Foxtrot Cartoon** |  |  |
| **3.**  **Pledge of Allegiance** |  |  |
| **4.**  **Planters Peanuts** |  |  |
| **5.**  **Shrimp with Orange Dust** |  |  |
| **6.**  ***Successful College Writing* Website** |  |  |
| **7.**  **Dräger Ad** |  |  |
| **8.**  **“The Oyster” poem** |  |  |