Audience Assignment

Titled “7 Takeaways From the Democratic National Convention”, Katie Glueck of *The New York Times* aims to succinctly address the events that took place at this year’s Democratic National Convention (DNC) in Wilmington, Delaware in her recent news analysis piece. Said news analysis piece was published late afternoon on August 21st, one day after the conclusion of the DNC and the piece sought out an audience of unsure or “Pro-Biden” individuals.

Glueck cuts right to the chase in highlighting the major takeaways of the convention. This intentional concision demonstrates an active effort in hooking the audience from the get-go. By subtly conveying a sense of urgency, the article is telling the audience the information included in the article is of utmost importance in terms of its subject matter. The brief introduction is followed by the first takeaway header and its subsequent concise, yet informative and somewhat impartial summation of Biden’s speech.

Through a statement such as the following, “Mr. Biden is not his party’s smoothest or most electrifying speaker,” Gluek conveys to the audience that the information covered in her article is coming not from a place of extremist agenda or blind support, but rather an honest assessment of the candidate it’s publication and audience are likely in favor of. Following this appeal to authenticity of assessment, Glueck moves to promote a positive, though somewhat precarious, endorsement to Biden’s potential success. “It was evidence that in moments that have really mattered — whether it was securing endorsements from rivals ahead of Super Tuesday or accepting the nomination — Mr. Biden is capable of performing under pressure. But that is an ability that will be tested again and again in the homestretch of the campaign.” The article connects to its unsure and moderate readers through this acknowledgement and allows itself to be understood by readers of various political persuasions and perspectives.

Bold and distinct in its pursuit of organization and accessible main points, Glueck plays into the audience's desire for efficiency and effectiveness in taking in information and remains inclusive and accessible in hopes of reaching a wide audience.

Published early afternoon on August 21st and written by Matthew Continetti, a resident fellow at the American Enterprise Institute, *The National Review’s* recent article, titled “The Sleight of Hand Convention” appeals to the publications heavily “Anti-Biden” audience through concise, blunt, and somewhat playful language illustrating the vague nature of that which was covered at the Democratic National Convention (DNC) in Wilmington, Delaware this past week.

Similar to Katie Gluek’s piece, from the leading sentence, Continetti establishes to the audience that his take on Biden’s speech is not spurred by fervent partisan hatred or agenda-driven denigration, but is rather an honest critique of the Democratic Party’s performance, or lack thereof, at its most recent convention. “Joe Biden delivered the best speech in a half-century political career on Thursday night. It was interesting to contrast his delivery with Kamala Harris’s 24 hours earlier. Both the presidential and vice-presidential nominees spoke to an empty hall. But Biden was forceful, emotional, emphatic, and clear-sighted as he made the case for an effective federal response to the coronavirus and a bipartisan reconstruction of the American polity after decades of increasing polarization.”

Through the aforementioned introduction, Continetti makes an effort to first connect with its audience through positives, rather than negatives. Negatives which would present themselves shortly thereafter. “But that’s not where we live. Biden’s impressive oratory capped off a four-day exercise in sleight of hand. The Democrats spent hours reminding Americans that Joe Biden is a decent and empathetic human being and that the current occupant of the White House has, shall we say, other qualities. But that’s about as specific as things got.” By using critical, yet somewhat humorous language, the article conveys the negatives of its topic to its audience through levity, indicating an audience who values such traits while also valuing adequate information.

Works Cited

<https://www.nytimes.com/2020/08/21/us/politics/dnc-takeaways-biden-obama.html?action=click&module=Top%20Stories&pgtype=Homepage>

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