Exercises

# Chapter 20: Audiences

**Exercise 1: Modify your writing style to suit different audiences**

Refer back to Gary Marx’s comments in the book about ‘leveraging’ your work. Now take any chapter of your dissertation and outline how you might write it up for as many as possible of the following audiences:

1. a specialist academic journal

2. a non-specialist social science audience

3. policy makers

4. practitioners

5. the general public.

If you have time, try out these different versions with their intended audiences.