

A man with long dark hair and a beard, wearing a green sweater, is sitting at a desk and looking at a laptop. A woman with dark hair in a bun, wearing a white shirt, is sitting next to him, looking at the same laptop and smiling. The laptop screen shows a dashboard with various charts and graphs, including a bar chart with '45%' and a line graph with '55%'. The background is a modern office with a chalkboard covered in colorful sticky notes, a wooden shelf with books, and a potted plant.

October 6, 2026

CMNS 3240
Advanced Professional Communication – Fall 2026

Photo by [Vitaly Gariev](#) on [Unsplash](#)

News and events

**Every Monday 9:30-
10:15**

**Every Wednesday 2:00-
2:45**

1522 Old Main

Yoga for Self Regulation

**Thursday, October 8
6:30-9:00**

4000 IB

TRU Observatory Night

**Friday, October 9
10:00 a.m.**

TCC Fieldhouse

Fall Convocation

**October 9 & 10
7:30 p.m.**

Actors Workshop Theatre

William Shakespeare's

Playhouse of Horror



Territorial Acknowledgem ent



Where we're going today



Where we left off



Exigence vs. purpose



Audience: who is it built for?



Audience vs. discourse community



Fresh example: Airbnb, May 2020



Pairs: your artifact



Exit ticket

Two blurry pairs

- **Exigence vs. purpose**
 - Exigence: the problem that made the piece necessary, right now
 - Purpose: what the piece wants its reader to do, believe, or feel
- **Audience vs. discourse community**
 - Audience: the specific readers the piece is built for
 - Discourse community: the wider world whose conventions it follows
- *From your September 29 exit tickets*

Audience

- Who is this built for?
“Everyone” is never the answer.
- **Primary:** the reader it’s addressed to
- **Secondary:** readers who will see it anyway
- **Hidden:** the reader the writer is really worried about
- Evidence: word choice, assumed knowledge, platform, what gets explained

Audience vs. discourse community

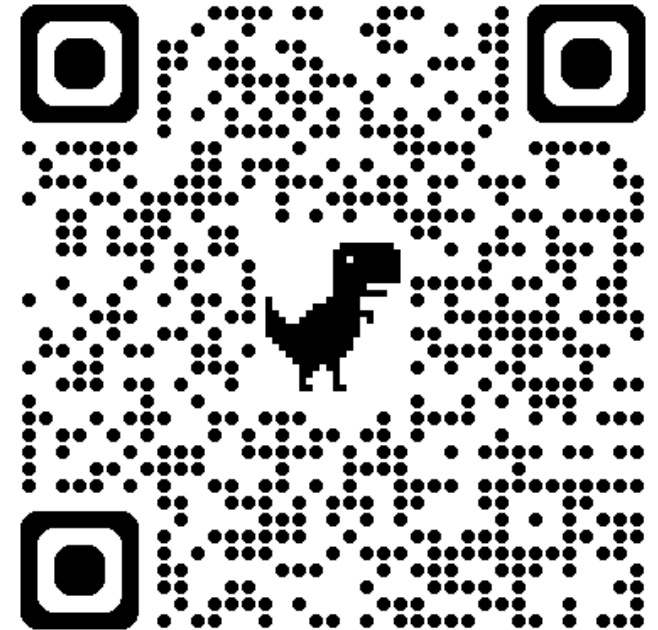
- **Audience:** who reads this message. Specific. You could name them.
- **Discourse community:** the group whose rules the message follows. Shared goals, genres, vocabulary.
- One message usually has one primary audience and draws on several discourse communities.
- *Test: could you send it to them directly? Then it's an audience.*

Purpose

- What does the piece want from its reader: an action, a belief, a feeling?
- **Stated purpose:** what it says it's doing
- **Rhetorical purpose:** what it's actually working to achieve
- The gap between the two is often your best finding.

Fresh example: Airbnb, May 2020

- [CEO Brian Chesky's letter to employees, May 5, 2020](#)
- Nearly 1,900 of about 7,500 staff laid off, around 25%
- Sent to employees, then posted on Airbnb's public newsroom



Who is Chesky writing for?

1. Who's the primary audience? Point to the line that tells you.
2. Who else is reading over their shoulder?
3. The letter has sections on severance, equity, healthcare, and job support. Who are those for?
4. Which reader does this serve: "To those leaving Airbnb, I am truly sorry."

Stated purpose vs. rhetorical purpose

- **Stated:** explain the layoffs and what departing staff will receive
- **Rhetorical:** your turn. What else is this letter working to achieve?
- Find one sentence that does work beyond its stated purpose.

Pairs: your artifact

1. Name the primary audience. Quote your evidence.
2. Name one secondary or hidden audience.
3. Write the stated and rhetorical purpose, one sentence each.
4. Swap: is every claim tied to a line in the artifact?

20 minutes, then two pairs report back.

Preparing for next class

- Thursday, October 8:
appeals, structure, and
design (questions 5 to 8)
- Bring your artifact.
- Draft Journal 1 questions
2 and 3 tonight.
- Journal 1 due Friday,
October 9, 9:00 a.m.

Exit ticket

- Which audience in your artifact is hardest to pin down, and why?
- What's still blurry going into Thursday: appeals, content, structure, or design?