Purpose Audience Plan

Match purpose, goals, and audience before drafting.

10.P.EICC.4.a "Establish a purpose and goals for writing and identify a target audience. (C)"

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB In the passage, underline Maya's purpose, circle her target audience, and number her two writing goals 1 and 2. These marks show how her plan shapes her proposal.

Maya Plans a Proposal

1. Before writing a proposal about installing covered bike racks, Maya pauses to plan. Her purpose is to persuade the school board to fund six racks near the east entrance. She sets two goals: explain why riders need sheltered parking and show that the plan is practical. Her target audience is the five board members, who must approve spending. Maya knows they will want clear evidence, estimated costs, and a solution that fits the campus. She does not begin with a dramatic personal story, because the board needs information it can use to make a decision.

2. To meet those goals, Maya gathers information from the transportation office and a local supplier. She learns that 48 students registered bicycles this semester, while the current uncovered rack holds 20. A supplier's quote lists a price of $1,850 for each covered rack, including installation. In her proposal, Maya plans a brief table comparing capacity and cost. She will explain that covered racks may protect bikes from rain and reduce clutter near doorways. She avoids slang and vague claims such as "everyone hates the old rack." Instead, she uses a respectful, formal tone and identifies where the funding request will go.

3. Before drafting, Maya writes a working purpose statement: "I will convince the school board to purchase six covered bike racks by presenting student-use data, costs, and campus benefits." She also creates a checklist. The opening will name the decision the board can make. The middle will present the registration number, current capacity, quote, and benefits. The ending will ask for approval at the next meeting and offer to answer questions. Maya may revise her plan if she finds stronger evidence, but she will keep checking whether each section helps board members decide. Her choices connect her purpose, goals, and audience.

2 ANSWER WITH EVIDENCE

Use the passage

1. What is Maya's purpose for writing her proposal, and who is her target audience?

2. What are Maya's two writing goals?

3. Identify two pieces of evidence Maya plans to use. How do they help her audience make a decision?

4. Why does Maya avoid slang, vague claims, and a dramatic personal story in this proposal?

3 YOUR TURN

Your own words

Choose a school issue you want to address. Write a 70-90-word writing plan that names your target audience, states your purpose, gives two writing goals, and explains at least two choices you will make to fit that audience.

ANSWER KEY

Purpose Audience Plan

GRADE 10 · 10.P.EICC.4.a

PART 1 · READ AND MARK

In the passage, underline Maya's purpose, circle her target audience, and number her two writing goals 1 and 2. These marks show how her plan shapes her proposal. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	What is Maya's purpose for writing her proposal, and who is her target audience?	**Her purpose is to persuade the school board to fund six covered bike racks. Her target audience is the five school board members.**
2	What are Maya's two writing goals?	**She wants to explain why riders need sheltered parking and show that the bike-rack plan is practical.**
3	Identify two pieces of evidence Maya plans to use. How do they help her audience make a decision?	**She uses the bicycle registration and rack-capacity numbers and the supplier's price quote. They show the need for racks and the cost of the plan.**
4	Why does Maya avoid slang, vague claims, and a dramatic personal story in this proposal?	**Board members need clear, reliable information to decide whether to approve spending, so a respectful, formal approach fits the audience.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

My target audience is the principal and cafeteria manager. My purpose is to persuade them to add clearly labeled vegetarian lunches twice each week. My first goal is to show that students want more choices, so I will include results from a student survey. My second goal is to propose a workable change, so I will compare prices and suggest two simple meals. I will use a respectful tone and a short cost table because these readers make food and budget decisions.

Accept equivalent descriptions of Maya's purpose, audience, goals, evidence, and audience-based choices. For Part 3, accept any realistic school issue if the plan clearly connects a specific purpose, audience, two goals, and fitting writing choices.