Choose the Blueprint

Match purpose, audience, and structure before drafting.

10.P.EICC.4.b "Plan how to organize the text by selecting modes, genres, and structures that will achieve the purpose and meet the needs of the target audience. (C)"

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline phrases that name an audience or purpose, circle each mode or genre, and number the planned proposal sections in order to see how Jordan's choices fit the readers.

A Shelter Proposal Plan

1. Jordan wants the city transit committee to approve a covered shelter at the busy Oak Street bus stop. The committee controls funding, so Jordan's purpose is to persuade its members that the shelter is a practical, urgent investment. Riders, however, may read the plan before the meeting. Jordan decides that both groups need clear evidence, not a personal complaint. A formal proposal is the main genre because committee members expect a document they can review, compare with other requests, and use when deciding how to spend public money.

2. Jordan plans an informational opening that identifies the stop, the number of riders who use it, and the lack of cover during rain or extreme heat. Next, a problem-solution section will connect those conditions to missed work, unsafe waiting, and limited access for older riders. A short cost section will compare a shelter's estimated price with possible funding sources. This structure moves from shared facts to consequences and then to an action the committee can take. Headings, a labeled map, and a simple table will help busy readers locate evidence quickly rather than search through dense paragraphs.

3. To show that the proposal reflects real riders' experiences, Jordan will add a brief narrative quotation from a rider who waits with two children after school. The quotation will appear after the data, so it gives a human example without replacing evidence. Jordan will also prepare a one-page fact sheet for riders and neighborhood groups. Its purpose is informational, not persuasive, because those readers need meeting details, a map, and ways to submit comments. By using a proposal for decision makers and a fact sheet for the public, Jordan adjusts genre, mode, and organization to each audience.

2 ANSWER WITH EVIDENCE

Use the passage

1. Who is Jordan's primary audience for the proposal, and what does Jordan want that audience to do?

2. Why is a formal proposal the best main genre for Jordan's purpose?

3. What is the planned order of the proposal's three main sections, and how does that order support Jordan's purpose?

4. How do the proposal and the fact sheet differ in audience and purpose?

3 YOUR TURN

Your own words

Choose a school improvement you want to propose. Write a planning outline that names your target audience and purpose, chooses a primary mode and genre, adds one supporting genre or mode, lists at least four sections in order, and explains in one sentence how your choices meet the audience's needs.

ANSWER KEY

Choose the Blueprint

GRADE 10 · 10.P.EICC.4.b

PART 1 · READ AND MARK

Underline phrases that name an audience or purpose, circle each mode or genre, and number the planned proposal sections in order to see how Jordan's choices fit the readers. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Who is Jordan's primary audience for the proposal, and what does Jordan want that audience to do?	**The primary audience is the city transit committee, and Jordan wants its members to approve funding for a covered bus shelter.**
2	Why is a formal proposal the best main genre for Jordan's purpose?	**Committee members need a document they can review, compare with other requests, and use to decide how to spend public money.**
3	What is the planned order of the proposal's three main sections, and how does that order support Jordan's purpose?	**It moves from facts about the stop, to the problems those conditions cause, to costs and funding. The order builds evidence before asking the committee to act.**
4	How do the proposal and the fact sheet differ in audience and purpose?	**The proposal persuades decision makers to approve the shelter, while the fact sheet informs riders and neighborhood groups about the meeting, map, and comment options.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Improvement: Add water refill stations near the gym and cafeteria. Target audience and purpose: I will persuade the principal and school budget committee to fund two stations. Primary mode and genre: A persuasive proposal will use a problem-solution structure with information about student use, bottle waste, costs, and maintenance. Supporting genre or mode: An informational flyer for students will explain possible station locations and collect survey responses before the decision. Order: 1. State the need. 2. Present survey results and refill estimates. 3. Compare costs and maintenance. 4. Recommend locations and funding. 5. Request approval. These choices give decision makers evidence and a clear request while giving students simple, useful details.

Accept answers that accurately connect audience, purpose, genre, mode, and structure to details in the passage. For the open task, accept varied topics and formats when the student makes purposeful choices and explains how those choices serve the intended audience.