Same Goal, New Voice

Notice how a writer changes a message for different readers.

10.T.C.1 "Purposes & Audiences: Analyze the impact of purpose and audience on a wide variety of texts."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline words that show who each message is for, and circle words that show what the council wants that audience to do. Number the three messages 1, 2, and 3 to track how the council changes its approach.

A Bottle-Waste Campaign

(1) At Harborview High, the student council wanted fewer disposable water bottles in the cafeteria. Its first message was a morning announcement: "Bring a refillable bottle tomorrow. The school will open two new filling stations." The announcement used short sentences and a clear date because busy students needed quick information before class. It also offered a practical reason to act, since students could refill bottles during lunch instead of waiting in the vending line. The council's purpose was to change a daily habit, not to explain every detail of the project.

(2) That afternoon, the council sent families an email about the same plan. It began, "Your support can help us cut cafeteria waste and save school funds." Unlike the announcement, the email included a link to the budget, the cost of station filters, and a request for donations. These details responded to adults who might ask how money would be used. The respectful tone and evidence aimed to build trust, while the donation request gave families a specific way to help. Its purpose included informing readers and gaining financial support for the project.

(3) Later, a council member posted on the town business forum: "Partner with Harborview. A refill station sponsor will be named on our student wellness page." This message did not repeat the family email's budget details. Business owners were more likely to notice a public acknowledgment and a chance to connect their names with student health. The wording, "partner with," treated readers as collaborators rather than donors. Across all three messages, the central goal remained reducing bottle waste, but the council adjusted information, tone, and requested action for each audience.

2 ANSWER WITH EVIDENCE

Use the passage

1. Who is the audience for the morning announcement? Name two choices in the announcement that fit that audience.

2. Why does the email to families include budget and filter-cost details?

3. Compare the action requested from families with the action requested from business owners.

4. How does the phrase "partner with" affect the business-forum message?

3 YOUR TURN

Your own words

Choose one school waste issue and one specific audience. Write a 55-75 word message that encourages that audience to act, using at least two details, word choices, or requests that fit the audience.

ANSWER KEY # Same Goal, New Voice

GRADE 10 · 10.T.C.1

PART 1 · READ AND MARK

Underline words that show who each message is for, and circle words that show what the council wants that audience to do. Number the three messages 1, 2, and 3 to track how the council changes its approach. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Who is the audience for the morning announcement? Name two choices in the announcement that fit that audience.	**The audience is Harborview students. The message uses short sentences and a clear date, and it gives a practical lunch-time reason to bring a bottle.**
2	Why does the email to families include budget and filter-cost details?	**Families may want to know how money will be used. The details provide evidence, build trust, and support the request for donations.**
3	Compare the action requested from families with the action requested from business owners.	**Families are asked to donate to the project. Business owners are asked to sponsor a refill station in exchange for public acknowledgment on the student wellness page.**
4	How does the phrase "partner with" affect the business-forum message?	**It presents business owners as collaborators rather than simply donors. This wording can appeal to their interest in supporting student health and receiving recognition.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Families, help our school reduce wasted lunch food by sending only portions your student can finish. Check the weekly menu together, and remind your student to choose items they will eat. When less food reaches the trash, cafeteria funds can support healthier choices. Share this plan at home this week and send questions to the cafeteria manager.

Accept answers that identify each audience and explain how wording, details, tone, or requested action fit that group. For the open response, accept any school waste issue and audience if the message stays within 55-75 words and shows at least two audience-aware choices.