Blueprint Before Drafting

Analyze how a writer matches organization to purpose and audience.

11.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 details that reveal Maya's purpose and audience. Circle her choices of genre, modes, and organizational features, then number the planned proposal sections in order.

A Proposal With a Plan

1. Before drafting a proposal to restore the abandoned Riverside Theater, Maya identifies her audience: the city council members who will vote on a preservation grant. They need clear evidence, a realistic budget, and a quick way to compare choices. Her purpose is not simply to celebrate the building's history. She must persuade officials that restoration is a practical investment. Because council members will read many proposals, Maya chooses a formal proposal rather than a personal narrative. She plans to combine concise explanation with charts, using informational and persuasive modes suited to a decision-making audience.

2. Her opening will state the request and the estimated grant amount, so readers understand the decision immediately. Next, a section on structural condition will summarize an engineer's report, followed by a section on projected costs and funding sources. Maya places benefits, such as jobs and performance space, after the costs because officials may first question affordability. A one-page timeline will show stages from roof repair to reopening. Near the end, she will address likely objections, including parking and ongoing maintenance. The final section will repeat the requested action and identify the vote date. This problem-to-solution structure lets each section answer a concern before moving to the next.

3. To make the document usable during a public meeting, Maya will include labeled headings, a table for costs, and a map showing the theater's location and nearby parking. These features are not decoration. Headings help officials locate evidence, while the table makes figures easier to compare than a long paragraph would. The map responds visually to a concern that may arise during discussion. Maya will cite the engineer's report and budget sources in notes, allowing readers to verify key claims. She will avoid dramatic language and unexplained statistics because a formal audience expects precise, credible support. Her organization matches both the proposal's persuasive purpose and the council's limited reading time.

2 ANSWER WITH EVIDENCE

Use the passage

1. Why is a formal proposal a better genre choice than a personal narrative for Maya's audience and purpose?

2. What is the planned order of the proposal's main sections, and why does Maya place benefits after costs?

3. How do the headings, cost table, and map meet the needs of council members during a public meeting?

4. How does Maya's problem-to-solution structure support her persuasive purpose?

3 YOUR TURN

Your own words

Write a 90-120-word planning note for a proposal asking a library board to create a teen study room. Identify your purpose and audience, choose a genre and mode or modes, and outline at least four ordered sections, explaining one organizational feature you would include.

ANSWER KEY

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GRADE 11 · 11.P.EICC.4.b

PART 1 · READ AND MARK

Underline details that reveal Maya's purpose and audience. Circle her choices of genre, modes, and organizational features, then number the planned proposal sections in order. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Why is a formal proposal a better genre choice than a personal narrative for Maya's audience and purpose?	**City council members need clear evidence, budget information, and comparisons to make a grant decision. A formal proposal can persuade them that restoration is a practical investment.**
2	What is the planned order of the proposal's main sections, and why does Maya place benefits after costs?	**The proposal moves from the request and grant amount to structural condition, costs and funding, benefits, a timeline, objections, and the requested action. Maya puts benefits after costs because officials may first question affordability.**
3	How do the headings, cost table, and map meet the needs of council members during a public meeting?	**Headings help readers find evidence, the table makes costs easy to compare, and the map addresses concerns about the theater's location and parking.**
4	How does Maya's problem-to-solution structure support her persuasive purpose?	**It addresses officials' concerns, such as condition, cost, parking, and maintenance, before moving to the requested vote, making the proposal easier to follow and evaluate.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

My audience is the library board, which must decide how to use a small unused room. My purpose is to persuade members to create a teen study room. I will write a formal proposal using persuasive and informational modes, since the board needs evidence as well as a clear recommendation. First, I will state the request and describe the room. Next, I will present student survey results and library-use data. Then, I will compare furniture and supervision costs with possible funding. After addressing noise concerns, I will end with a timeline and requested vote. Headings and a cost table will help board members scan the plan.

Accept answers that accurately connect Maya's choices to the council's decision-making needs and the proposal's persuasive purpose. For the open task, accept varied topics and structures if the student clearly identifies audience, purpose, genre, mode, ordered sections, and a useful organizational feature.