# Audience in Action

Trace how audience and situation shape a message.

**11.P.ST.1.b** "Consider how context impacts the purposes of the author and the audience. (I/C)"

NAME _____ DATE _____

## 1 READ AND MARK

Read it twice

**YOUR JOB** Underline one detail in each paragraph that identifies the audience. Circle one detail in each paragraph that reveals the author's purpose.

### Messages Around a Bridge Repair

1 On Monday morning, the Riverton Transit Authority posted a notice inside buses: "Starting June 3, Route 8 will use Pine Street while workers repair the bridge." The notice listed temporary stops, wheelchair access information, and a phone number. Its plain language served riders who needed to decide where to wait that day. Because the message appeared during a construction project, the agency's immediate purpose was to prevent missed trips and confusion.

2 That afternoon, the authority emailed local businesses a different message. It explained that deliveries might arrive late and asked managers to tell employees about flexible arrival times. Unlike the bus notice, the email did not give every temporary stop. Business owners needed to plan staffing and shipments, not choose a boarding location. The same bridge repair shaped both texts, but the audience's role changed what details the author selected and what action each reader could take.

3 A week later, the authority published a short report for the city council. It described traffic counts, repair costs, and the number of riders using shuttle service. Council members were deciding whether to fund similar repairs on other routes, so the report emphasized evidence that could guide a budget decision. It did not simply repeat the bus notice or business email. Context, including where a text appears, when it is shared, and who will use it, can shape an author's purpose.

## 2 ANSWER WITH EVIDENCE

Use the passage

1. Who was the audience for the bus notice, and what was the author trying to help that audience do?

2. How did the business email's audience affect the details it included?

3. Why did the city council report include traffic counts, repair costs, and shuttle ridership?

4. Name two context factors from the final paragraph that can shape an author's purpose. Then explain how one factor shaped the council report.

## 3 YOUR TURN

Your own words

Choose a school change, such as a schedule change or closed hallway. Write two 25 to 35 word messages, one for students and one for school leaders. Label each audience and purpose, and change the details to fit what each reader needs.

**ANSWER KEY**

# Audience in Action

**GRADE 11 · 11.P.ST.1.b**

## PART 1 · READ AND MARK

Underline one detail in each paragraph that identifies the audience. Circle one detail in each paragraph that reveals the author's purpose. Accept any marking that follows this job and points at the right text.

## PART 2 · ANSWERS

| # | QUESTION | ANSWER |
|---|---|---|
| 1 | Who was the audience for the bus notice, and what was the author trying to help that audience do? | **The audience was bus riders. The author wanted to help them find temporary stops and avoid missed trips or confusion.** |
| 2 | How did the business email's audience affect the details it included? | **Because business owners needed to plan staffing and shipments, the email focused on delivery delays and flexible arrival times instead of every temporary stop.** |
| 3 | Why did the city council report include traffic counts, repair costs, and shuttle ridership? | **Council members needed evidence to decide whether to fund similar repairs on other routes.** |
| 4 | Name two context factors from the final paragraph that can shape an author's purpose. Then explain how one factor shaped the council report. | **Factors include where a text appears, when it is shared, and who will use it. Because council members would use the report for a budget decision, it emphasized evidence.** |

## PART 3 · YOUR TURN (SAMPLE ANSWER)

Audience: Students. Purpose: Help students reach class on time. Beginning Tuesday, the east stairwell will be closed for repairs. Use the west stairwell between first and fourth periods. Follow posted signs during passing time. Audience: School leaders. Purpose: Support supervision planning. The east stairwell will close Tuesday through Friday for repairs. Assign staff to the west stairwell during passing periods, and review congestion reports before deciding whether extra supervision is needed.

Accept answers that connect a specific audience and situation to the author's purpose and selected details. For Part 3, both messages should address the same change but provide audience-appropriate information.