Audience Shapes Craft

Notice how context shapes a writer's craft choices.

12.P.AC.2 "Writing like a Reader: Construct texts with the audience's experience in mind, basing decisions about craft techniques on context and purpose."

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline words or details that signal who will read each paragraph, then circle one craft choice in each paragraph that helps those readers use or respond to the text.

Three Versions of a Park Project

1. At the entrance to Cedar Run Park, a posted notice reads: "North Loop Trail closed Tuesday, May 14, 7:00 a.m. to 3:00 p.m. Enter through the south gate beside the tennis courts. Crews will replace loose planks on the footbridge near the pond. Keep dogs leashed on the detour, and do not cross the orange barriers." A small map uses a thick blue line for the detour. Under the heading "Before You Go," the notice lists the closure hours and a phone number for weather updates.

2. In the neighborhood newsletter, an article about the bridge project opens: "By June, children may be able to pause above the pond and watch dragonflies from a safer rail." The next paragraph quotes Malik Ortiz, who walks the loop with his granddaughter: "She always asks whether the turtles remember us." The article calls the bridge "a small crossing with a long memory" and ends by inviting readers to a Saturday open walk. It gives no engineering measurements, but its details linger on pond life and shared routines.

3. For the county parks committee, the project manager submits a one-page brief. A table lists the bridge's inspection rating, estimated replacement cost, and the number of days each trail entrance would be unavailable. The brief cites a 2023 state accessibility guide and notes that the planned railing height meets its recommendations. A short section compares two detour routes, including slope and distance. The final line reads, "Staff recommend the south-gate route during construction, subject to contractor scheduling." An attached diagram labels parking, restrooms, and the temporary crossing near the tennis courts.

2 ANSWER WITH EVIDENCE

Use the passage

1. Who is most likely to use the notice in paragraph 1? Identify two features that fit those readers' immediate situation.

2. How do the granddaughter's quotation and the phrase "a small crossing with a long memory" shape the experience of readers of the newsletter article?

3. What does the organization of paragraph 3 suggest about what the county parks committee needs from this text? Use two details from the paragraph.

4. Compare the sentence style in paragraphs 1 and 3. How does each style fit its likely readers?

3 YOUR TURN

Your own words

Choose one improvement for an imagined school. Write a 90 to 110 word proposal to a principal or school board member that recommends the improvement, includes one concrete observation, and anticipates one concern. Then add one sentence that names two craft choices you made for that audience.

ANSWER KEY

Audience Shapes Craft

GRADE 12 · 12.P.AC.2

PART 1 · READ AND MARK

Underline words or details that signal who will read each paragraph, then circle one craft choice in each paragraph that helps those readers use or respond to the text. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Who is most likely to use the notice in paragraph 1? Identify two features that fit those readers' immediate situation.	**Park visitors or trail users arriving at the entrance. Features include the closure date and hours, the south-gate directions, the detour map, the barrier warning, or the weather-update phone number.**
2	How do the granddaughter's quotation and the phrase "a small crossing with a long memory" shape the experience of readers of the newsletter article?	**They make the project feel personal and connected to shared memories, routines, and the living pond rather than only to construction work.**
3	What does the organization of paragraph 3 suggest about what the county parks committee needs from this text? Use two details from the paragraph.	**The committee needs information for evaluating a practical plan. The table provides costs, inspection ratings, and closure days, while the accessibility guide, route comparison, and diagram provide evidence about safety and access.**
4	Compare the sentence style in paragraphs 1 and 3. How does each style fit its likely readers?	**Paragraph 1 uses short commands and direct directions for people who need to navigate the park quickly. Paragraph 3 uses formal, information-dense statements for committee members comparing options and details.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

Dear Principal Chen, our school should convert the unused storage room beside the library into a quiet study room open during lunch. Last Thursday, I counted fourteen students reading or completing assignments on the hallway floor because every library table was full. The room would need desks, lamps, and a sign-in sheet, not expensive technology. Some staff members may worry about supervision, so the room could open only when a librarian or trained peer tutor is present. This small change would give students who need silence a dependable place to work. I used a count and a practical supervision plan to address a principal's concerns about need, cost, and safety.

Accept supported descriptions of audience, purpose, and craft choices, even when students use different terms for tone or style. For the open task, look for a clearly identified decision-maker, evidence suited to that reader, and a response to a likely concern.