Write With a Plan

Notice how a writer matches choices to a purpose, audience, and goals.

6.P.EICC.4.a "Establish a purpose and goals for writing and identify a target audience. (C)"

NAME _____ DATE _____

1 READ AND MARK

Read it twice

YOUR JOB Underline the words that state Lina's purpose, circle the words that name her target audience, and number her three writing goals 1, 2, and 3.

Planning a Poster

1. When the student council chose a "Bring Your Bottle" campaign, Lina did not begin with a slogan. She first decided that her purpose was to persuade sixth graders to carry refillable water bottles instead of buying single-use plastic drinks. Her main audience was students who often bought drinks after gym. Lina wanted her poster to make them notice a problem, see an easy choice, and take action by using the refill station near the cafeteria.

2. Next, Lina set three goals for the poster. She would explain that discarded plastic can become litter, show where students could refill bottles, and ask students to try the habit for one week. Because her audience was busy, she planned a large heading and short sections. She also chose a photo of the school's refill station, since students could recognize it. A long paragraph about worldwide plastic production would not help her audience act quickly.

3. While drafting, Lina checked each choice against her purpose, audience, and goals. Her first sentence said, "Refill today, waste less tomorrow." It spoke directly to students and connected their action to less trash. She included the refill station's location and hours, but she left out facts that did not support her goal. At the bottom, she wrote, "Bring a bottle on Monday," so readers knew exactly what to do next. Before posting, she asked a classmate whether the message was clear.

2 ANSWER WITH EVIDENCE

Use the passage

1. Who was Lina's target audience, and what habit did she want those readers to change?

2. What was Lina's purpose for writing the poster?

3. What three goals did Lina set for her poster?

4. Why did Lina choose a large heading, short sections, and a photo of the refill station?

3 YOUR TURN

Your own words

Choose a school event or improvement you want to write about. Write a four-sentence planning note that names your target audience, states your purpose, gives two goals, and explains two writing choices that will help your audience.

ANSWER KEY

Write With a Plan

GRADE 6 · 6.P.EICC.4.a

PART 1 · READ AND MARK

Underline the words that state Lina's purpose, circle the words that name her target audience, and number her three writing goals 1, 2, and 3. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Who was Lina's target audience, and what habit did she want those readers to change?	**Her target audience was sixth graders who often bought drinks after gym. She wanted them to carry refillable water bottles instead of buying single-use plastic drinks.**
2	What was Lina's purpose for writing the poster?	**Her purpose was to persuade sixth graders to use refillable water bottles.**
3	What three goals did Lina set for her poster?	**She wanted to explain that plastic can become litter, show where to refill bottles, and ask students to try the habit for one week.**
4	Why did Lina choose a large heading, short sections, and a photo of the refill station?	**She knew her audience was busy and would need quick, clear information they could recognize and use.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

My target audience is families of students who might attend the school reading night. My purpose is to invite them to come and bring a book to swap. My goals are to explain the time and place and to show that the event is free. I will use a friendly heading, short details, and a picture of students reading because families need quick, useful information.

Accept equivalent descriptions of Lina's purpose, audience, goals, and writing choices when they match the passage. For Part 3, accept a clear audience, purpose, two goals, and writing choices that fit the chosen audience.