Blueprint for Yes

Study how a writer matches a plan to purpose and audience.

7.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 Circle words that identify Malik's audience, underline words that state his purpose, and number the four planned proposal sections in order. These marks show how he chooses a genre, modes, and structure for his readers.

Malik's Proposal Plan

1. Malik wants the city parks board to approve a small community garden on an unused lawn beside the recreation center. Board members must decide how to spend public money, so they need clear facts, not only excitement. Families who use the center may also read his work, but they are not the main decision makers. Malik's purpose is to persuade the board that the garden is practical and worth supporting. He gathers the plot's size, a sketch of raised beds, and estimates from a local lumber store.

2. He chooses a formal proposal rather than a social media post because the board reviews written requests at its meetings. The proposal will combine an explanatory mode with a persuasive mode. First, an opening will state the request and name the site. Next, a facts section will explain costs, materials, and who will maintain the beds. Then, a benefits section will connect the garden to the center's programs. A final section will ask for approval and offer a date for a short presentation.

3. To make the plan easy to scan, Malik will use headings, a labeled site sketch, and a small cost table. These features fit board members, who may read many proposals before voting. He will avoid slang and dramatic claims, since a respectful, precise tone suits a public decision. His organization moves from the request to evidence, then to benefits and action. That order lets readers understand the idea before they judge its value and decide whether to approve it.

2 ANSWER WITH EVIDENCE

Use the passage

1. Who is Malik's main audience, and what does this audience need from his writing?

2. What genre does Malik choose, and why does it fit his audience?

3. Which two modes will Malik combine, and what job will each mode do?

4. List the four proposal sections in order. How does this order help the board?

3 YOUR TURN

Your own words

Choose a school improvement you want a decision maker to support. Write a 70- to 90-word planning note that names your audience and purpose, selects a genre and modes, outlines the order of sections, and includes at least two features that meet your audience's needs.

ANSWER KEY

Blueprint for Yes

GRADE 7 · 7.P.EICC.4.b

PART 1 · READ AND MARK

Circle words that identify Malik's audience, underline words that state his purpose, and number the four planned proposal sections in order. These marks show how he chooses a genre, modes, and structure for his readers. Accept any marking that follows this job and points at the right text.

PART 2 · ANSWERS

#	QUESTION	ANSWER
1	Who is Malik's main audience, and what does this audience need from his writing?	**The city parks board is the main audience. Board members need clear facts to help them decide how to spend public money.**
2	What genre does Malik choose, and why does it fit his audience?	**He chooses a formal proposal because the parks board reviews written requests at its meetings.**
3	Which two modes will Malik combine, and what job will each mode do?	**He will use explanatory and persuasive modes. The explanatory mode presents facts, and the persuasive mode supports his request for the garden.**
4	List the four proposal sections in order. How does this order help the board?	**Request and site, facts, benefits, approval and presentation. The order helps board members understand the idea, examine evidence, consider benefits, and decide whether to approve it.**

PART 3 · YOUR TURN (SAMPLE ANSWER)

My audience is the principal, who decides which campus improvements can be funded. My purpose is to persuade her to add covered bike racks near the main entrance. I will write a formal proposal that uses explanatory and persuasive sections. I will begin with the request, follow with a table showing rack prices and student survey results, explain benefits, and end with a funding request. Clear headings and a respectful tone will help a busy administrator scan my plan.

Accept equivalent audience, purpose, genre, mode, and organizational choices when they clearly fit the selected school improvement and decision maker. For the open task, check that the writer explains how the chosen structure and features meet the audience's needs.