

Write With Intent

Notice how a writer plans for a specific reader and result.

9.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 writer's purpose and goals. Circle details that show who the target audience is or what that audience needs to know.

Jordan's Writing Plan

- ① Jordan is planning an email to Principal Alvarez about creating a quiet study room in an unused storage area beside the library. Before drafting, Jordan identifies Principal Alvarez as the target audience because she can approve room use and ask the facilities staff for an estimate. Jordan's purpose is to persuade her to allow a six-week trial. The email has two goals: show that students need a reliable quiet space after school and explain that the trial can begin with little cost. Jordan will not try to solve every library problem, because a focused request is easier for the principal to evaluate.
- ② To meet those goals, Jordan plans to open with a brief description of what happens now: students waiting for rides often work in a busy hallway or leave before finishing assignments. Next, Jordan will include the number of students who signed a library survey and a simple list of materials already available, such as tables, lamps, and a door that locks. These details answer questions a principal may have about need, cost, and supervision. Jordan avoids slang and emotional claims such as "everyone is desperate." Instead, the email uses a respectful tone and evidence that the principal can check.
- ③ Jordan's final paragraph will propose a clear next step: approve the room for six weeks, review attendance records at the end of the trial, and then decide whether to continue it. This ending gives Principal Alvarez a manageable choice rather than demanding a permanent renovation. Jordan also plans to attach the survey results instead of placing every number in the email. Since the principal reads many messages, short paragraphs, an informative subject line, and a specific request will help her understand the point quickly. After writing, Jordan will reread the email and remove any detail that does not support the trial or address the principal's likely concerns.

2 ANSWER WITH EVIDENCE _____ Use the passage

1 Who is Jordan's target audience, and what authority does this person have?

2 What is Jordan's purpose for writing, and what are the two goals of the email?

3 Name two details Jordan plans to include as evidence. What principal concerns do those details address?

4 How does Jordan make the final request manageable for the principal?

3 YOUR TURN _____ Your own words

Choose one change you want at school. Write a 70-90 word writing plan that names a specific decision-making audience, states your persuasive purpose, gives two measurable goals, and explains two choices you will make for that audience.

PART 1 • READ AND MARK

Underline the writer's purpose and goals. Circle details that show who the target audience is or what that audience needs to know. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	Who is Jordan's target audience, and what authority does this person have?	Principal Alvarez. She can approve the room's use and ask facilities staff for an estimate.
2	What is Jordan's purpose for writing, and what are the two goals of the email?	Jordan wants to persuade the principal to allow a six-week trial. The goals are to show students need a quiet after-school space and to explain that the trial can begin at little cost.
3	Name two details Jordan plans to include as evidence. What principal concerns do those details address?	Jordan will include survey results and a list of available materials. They address the need for the space, cost, and supervision.
4	How does Jordan make the final request manageable for the principal?	Jordan requests a six-week trial, proposes reviewing attendance records afterward, and lets the principal decide whether to continue it.

PART 3 • YOUR TURN (SAMPLE ANSWER)

I will write to the district transportation director, who can approve bus schedules, about adding a late bus on tutoring days. My purpose is to persuade her to test the route for one semester. My goals are to show that 42 students need rides and to request a 5:15 pickup time. I will use attendance data and a respectful, practical tone because the director must consider cost, safety, and scheduling. I will end by asking for a meeting to discuss the plan.

Accept equivalent descriptions of Jordan's audience, purpose, goals, and writing choices when they are supported by the passage. For Part 3, accept varied school topics if the plan includes all required elements and the choices clearly fit the named audience.