

Write With Intent

Set a purpose, choose reader goals, and plan for a specific audience.

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 This school case is fictional. Underline the writing purpose and two goals. Circle choices that answer the editor’s needs. Distinguish a goal for the text from a prediction about readers.

Jordan Plans a Newsletter Message

- ① Jordan wants the school newsletter to include short student book recommendations. Before drafting an email, Jordan chooses the newsletter editor as the target audience because the editor selects sections and can discuss a trial with the supervising teacher. Jordan’s purpose is to persuade the editor to consider a recommendation section. The email has two goals: help the editor understand what a useful recommendation would contain and explain how submissions could be reviewed. These are goals for what the text communicates. They do not require Jordan to promise how many students will read or contribute.
- ② Jordan plans to attach a sample recommendation naming a book, its author and one reason a reader might enjoy it. A second attachment would outline a possible review sequence: student submission, editor feedback and teacher approval before publication. The sequence is a proposal, not an existing policy. These details address the editor’s questions about content and workload. Jordan will avoid saying “everyone wants this” because no survey supports that claim. A respectful tone and specific examples will help the editor evaluate the idea without having to guess what Jordan means.

- ③ The email will end by asking for a meeting to discuss whether a small trial is workable. Jordan will use an informative subject line and short paragraphs because the editor balances several newsletter sections. During self-review, Jordan will check whether the message explains the sample and review sequence, then remove unrelated complaints about the newsletter. If the editor asks how many submissions to accept, Jordan will treat that as a question to decide together. Planning for a reader includes identifying unanswered questions instead of presenting wishes as settled facts.

2 ANSWER WITH EVIDENCE Use the passage

- 1 Who is Jordan's target audience, and why is that person appropriate?

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

- 3 What two attachments does Jordan plan, and which concerns do they address?

- 4 How do Jordan's wording and organization fit the editor's needs?

3 YOUR TURN

Your own words

Choose a school writing task. Write a 70-90-word plan naming a specific audience, your purpose, two things you want readers to understand or consider, and two writing choices that fit that audience. Explain how you will check the plan before drafting.

Plan for the reader

Write 70-90 words. Your two goals should describe what the text will help readers understand or consider; they do not need invented numbers. Use known information or label a fictional case.

Check the match

Label your audience, purpose and two goals in the plan. In two sentences, explain how one writing choice supports a goal and name information you still need. This check is outside the word count.

PART 1 • READ AND MARK

This school case is fictional. Underline the writing purpose and two goals. Circle choices that answer the editor's needs. Distinguish a goal for the text from a prediction about readers. 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 why is that person appropriate?	The newsletter editor selects sections and can discuss a trial with the supervising teacher.
2	What is Jordan's purpose, and what are the two goals for the email?	Persuade the editor to consider a recommendation section; explain what useful recommendations contain and how submissions could be reviewed.
3	What two attachments does Jordan plan, and which concerns do they address?	A sample recommendation clarifies content; a proposed review sequence clarifies the work and approval steps. Neither proves an existing policy or fixed workload.
4	How do Jordan's wording and organization fit the editor's needs?	A specific subject, short paragraphs, respectful tone and examples help a busy editor evaluate the request. Jordan avoids unsupported claims about everyone's interest.

PART 3 • YOUR TURN (SAMPLE ANSWER)

Writing plan: I will write to our school librarian about a student recommendation shelf. My purpose is to ask for a planning conversation. I want the librarian to understand how brief recommendation cards could help browsing and what review steps we should discuss. I will attach one sample card and use short, labeled paragraphs because the librarian needs concrete details quickly. Before drafting, I will check that I request a discussion rather than imply that shelf space or approval already exists.

Match check: The sample card makes the first goal concrete for the librarian. I still need to learn what space and review process might be available.

The writing-plan paragraph alone must be 70-90 words. Goals are intended reader outcomes, not mandatory numerical targets. Accept persuasive, explanatory or other purposeful school writing plans if the named audience, two goals and two audience-related choices are clear. The match check should connect a choice to a goal and identify an unresolved information need.