

Bridge Messages

Compare how three genres address one event.

11.T.C.1 "Purposes & Audiences: Analyze the impact of purpose and audience on a wide variety of texts."

NAME _____

DATE _____

1 READ AND MARK _____ Read it twice

YOUR JOB Read the three complete excerpts from this invented community scenario. Label each excerpt with its main audience and purpose. Underline wording that shows how the writer adapts to that audience; all three texts were issued before the same Tuesday closure.

One Closure, Three Texts

- ① Text A: City notice, Monday at 6:15 a.m. "Harbor Avenue Bridge over Mill Canal closes Tuesday, May 14, from 9 a.m. to 3 p.m. for inspection. Drivers: use River Street or the East Tunnel. Expect delays near the market. Emergency vehicles may cross when crews direct them." The notice names the event, time and motor-vehicle detours in four short statements. It gives no walking or cycling detour and does not explain how the inspection will be conducted. Its direct commands and precise details help readers act quickly rather than debate the closure.
- ② Text B: Market District Association email, Monday morning. "Members, please ask your delivery drivers to use the East Tunnel during Tuesday's bridge inspection. Consider moving wholesale deliveries outside the 9 a.m.-3 p.m. closure. Please post temporary entrance directions before Monday evening so customers know how to reach your shop. We cannot eliminate the delay, but coordinated planning can keep customers informed." Unlike the city notice, the email emphasizes shop operations and customer communication. Its requests are advisory and cooperative; individual shops will decide which changes are practical.

- ③ Text C: School newspaper column by Ana Lopez, Monday afternoon. "A bridge closure is more than a driver's inconvenience. Students with daytime appointments and families buying groceries also need to plan their trips. We should check city updates and ask what the detours mean for people walking or biking. If you notice a dangerous crossing during the closure, send its location and your observation to the school newspaper before Friday's council meeting. We can bring specific concerns to the discussion." The column links shared experiences with a request for public participation. It raises questions about walking and cycling without claiming that a particular crossing is already unsafe.

2 ANSWER WITH EVIDENCE _____ Use the passage

- ① Compare Text A's purpose and audience with Text B's. Explain how one specific detail in each serves its readers.

- ② How do "use" and "please"/"consider" shape the two texts' tones and their relationships with readers?

- ③ How does Text C expand the audience and purpose beyond Text A? Support your answer with two details.

- 4** Explain how "we" and the conditional phrase "If you notice" support the column's purpose without overstating its evidence.

3 YOUR TURN _____ Your own words

Write a 65-85-word alert for people walking or cycling about this same closure. Include two details or cautions useful to that audience and a clear request to report observed hazards to the school newspaper. Use only facts supplied in the packet; do not invent a walking route or an existing hazard. Then explain your audience choices.

1. Write the alert

Give the relevant closure information. Distinguish the driving detours from information walkers and cyclists still need to check. Ask readers for a specific, observation-based report. Keep the alert itself within 65-85 words.

2. Explain your choices

In two sentences, identify your two audience-focused details or cautions and explain how your wording serves the alert's purpose. This explanation is outside the alert's word count.

PART 1 • READ AND MARK

Read the three complete excerpts from this invented community scenario. Label each excerpt with its main audience and purpose. Underline wording that shows how the writer adapts to that audience; all three texts were issued before the same Tuesday closure. Accept any marking that follows this job and points at the right text.

PART 2 • ANSWERS

#	QUESTION	ANSWER
1	Compare Text A's purpose and audience with Text B's. Explain how one specific detail in each serves its readers.	A gives immediate travel information to drivers and other bridge users: exact closure hours and driving detours aid planning. B helps member shops coordinate: changing delivery times or posting directions addresses business operations.
2	How do "use" and "please"/"consider" shape the two texts' tones and their relationships with readers?	A sounds direct and authoritative, suited to a city instruction. B sounds polite and cooperative, suited to an association advising members who must decide what is practical.
3	How does Text C expand the audience and purpose beyond Text A? Support your answer with two details.	C includes people walking or biking and families or students making trips. It requests observations for a council discussion, expanding from immediate driver instructions to participation in evaluating effects.
4	Explain how "we" and the conditional phrase "If you notice" support the column's purpose without overstating its evidence.	We invites shared responsibility. If you notice requests actual observations without claiming a hazard has already been established. This supports participation grounded in specific evidence.

PART 3 · YOUR TURN (SAMPLE ANSWER)

Walking or cycling near the market? Harbor Avenue Bridge closes Tuesday, May 14, from 9 a.m. to 3 p.m. for inspection. The city lists driving detours but gives no walking or cycling route, so check city updates before planning your trip. Expect delays near the market. If you observe a dangerous crossing, send its location and what you saw to the school newspaper before Friday's council meeting so specific concerns can be discussed.

Explanation: The missing walking or cycling route and the need to check updates directly address this audience's planning needs. The conditional request seeks actual observations without inventing a hazard or presenting a motor-vehicle detour as suitable for everyone.

Accept supported comparisons of the city notice, association email and opinion column, including purpose, audience, tone and genre. The alert must have 65-85 words excluding its separate explanation. Require accurate closure facts, two audience-relevant details or cautions, and a concrete reporting request. Driving detours are not established walking or cycling routes. Do not accept invented after-school timing, blocked signals, crossing conditions or safety guarantees. All three texts and their community are fictional and fully supplied.