

Purpose and Audience Organizer

Use this organizer for brainstorming ideas and planning for writing:

Form of Writing	e.g. Letter to the school newspaper		
Purpose	To persuade the student body to take responsibility for the school environment		
Audience	Student body		
What does my audience know?	The school is covered in litter, especially after lunch break		
What information does my audience need?	Writer's, public's, custodian's viewpoint		
What level of language will be suitable?	Fairly formal		
What kind of tone or voice do I want to convey?	Generally straightforward, serious with a touch of humour; persuasive tone		
Other			

