

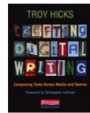
Because Digital Writing Matters

Kimberly S. Gorman

MAPS: The Components of Craft

- **Mode:** the genre of a text.
- **Media:** the form in which a text is created.
- **Audience:** the reader, listener, or viewer of the text, both intended and incidental.
- **Purpose:** the action the author takes, in both an academic and a personal sense.
- **Situation:** the context for the writer herself or himself, as well as the demands of the writing task/assignment.

From *Crafting Digital Writing: Composing Texts Across Media and Genres* by Troy Hicks (Heinemann, 2013)



Mode: Digital

Media: Thinglink

Audience: CRWP group members, my school staff, and parents and students. An incidental audience of anyone who looks at my website.

Purpose: To explain why digital writing matters to administrators and parents or anyone who questions the use of so much technology in the classroom.

Situation: Condensing the main points of this book down to fit onto a thinglink was a challenge but fun.