

Module 1.2 Audience and Purpose (Lesson by Lynee Lawson) / Activity Audience & Purpose Analysis (Possible Answer-Key)

Sample 1

Kind of Vocabulary	Examples/ideas used for content	Sentence structure	Use of pronouns	How ideas are organized
<u>Informal</u> <u>Colloquial</u> <u>Everyday language:</u> 1. Use of contractions. 3. Use of exclamation marks. 4. Use of idiomatic expressions	<u>General examples</u> (American society, typical American, community) <u>Specific examples</u> (strangers on the street, separate cars, isolation on the beach, borrowing money)	<u>Limited sentence structure variation</u> (subject + verb + object) <u>Limited use of transition words</u> to introduce new sentences <u>Starting sentences with informal transition words</u> “But...” & “And...”	<u>Many uses of personal pronouns</u> (I, me, you, we, etc.) <u>Reference to local places</u> (here, etc.)	<u>Descriptive language and narration</u> in first paragraph <u>Confession</u> at the reader in the second paragraph of the text

Who do you think is the audience? What do you think the purpose of the writing is? Why?

The audience is a friend; its purpose is to share experiences and express feelings

Sample 2

Kind of Vocabulary	Examples/ideas used for content	Sentence structure	Use of pronouns	How ideas are organized
<u>Formal, academic language</u> 1. Use of academic vocabulary (i.e., cordiality, extend invitations) 2. No contraction use	<u>General examples</u> (Americans, boys and girls) <u>Specific examples</u> (people in the dorm, you, Karina)	<u>Varied sentence structure</u> <u>Use of academic transition words</u> (furthermore, thus, therefore etc.)	<u>No use of personal pronouns</u>	<u>Description and argumentation</u> in first paragraph of text <u>Argumentation</u> continues into second paragraph and the text ends with a <u>concluding statement</u> that encapsulates the arguments made

				throughout the text
--	--	--	--	---------------------

Who do you think is the audience? What do you think the purpose of the writing is? Why?

This paper may be for an academic class; its purpose is to inform or persuade