

Multimodal Brainstorming and Reflection Worksheet

1. Write down your op-ed/opinion essay research topic and your overall argument/stance/point on this topic.

2. Remember, you must select ONE of the following five audience groups:
Fourth graders, City Tech First-Year Students, The Mayor's office, Your grandparents or older relatives, Activist groups (like BLM or LGBTQIA+ Youth, etc.)

Who do you think needs to hear about this information and argument?

Write down a specific group, discourse community, or person. It should not be everyone. **Your audience should have an impact on the multimodal genre you choose to compose in for your Unit 3 assignment!**

3. Explain in detail why you chose this audience—to do so, think about the following: **How does this topic and argument relate to your chosen audience? Why do you think this information is useful for this particular audience?**

4. What is your specific purpose for sharing your research and argument with your chosen audience? In other words, **what do you want your audience to walk away knowing and believing?**

5. **What multimodal genre are you using to communicate with your audience?** (Tip: If you can't think of a word or term for it, then just describe what you're thinking of.)

6. **Why is this your choice of genre for this group and for your purpose?**
Explain your choice in as much detail as possible.