Read each paragraph and then select the audience, purpose, and tone from the list that follows.

1. Technological training for employees is important. In order to remain competitive, businesses need to ensure that employees are on the cutting edge of technological advancements. Rather than hiring new employees to fill this ever-changing need for expertise in current technology, employers should supply technological training for current employees. Promoting increased technological skills among employees would help increase innovation and productivity, which would in turn help businesses remain competitive in the marketplace. Helping an employee develop new skills not only helps a business remain competitive but also helps the employee feel more secure in his position and in his value to the company. This sense of security will help improve employee morale and loyalty. Countless studies have shown that satisfied workers tend to change jobs less frequently and tend to be more productive. A stable workforce saves the business money; therefore, it is in a business's best interest to invest in technological training for its employees.

Audience	Purpose	Tone
Employees	Persuade	Serious
Employers	Entertain	Humorous
Government	Inform	Sarcastic

2. Remaining abreast of current technological innovations is important in order to prepare students for the demands of the job world. Technology is revolutionizing the workplace, and job candidates who are familiar with current technology have an advantage when looking for jobs. Familiarizing students with the technology they will be expected to use on the job therefore gives them an advantage. For example, engineering instructors who fail to teach students how to use AutoCAD fail to prepare them for the reality of a work world in which they will be expected to use AutoCAD to design structures. Similarly, graphic designers who do not know how to use the latest graphics software and accountants who do not know how to use spreadsheets and accounting programs are at a disadvantage in the workplace. Technological training is an essential part of the discipline-specific knowledge that instructors have a responsibility to teach their students.

Audience	Purpose	Tone
College students	Persuade	Serious
College instructors	Entertain	Humorous
Government	Inform	Sarcastic

Formulating a Main Idea

Once you have determined your purpose, audience, and tone, try to formulate a main idea about your narrowed topic. Think about the direction you might be heading in or what you might write about. Stating a *tentative* main idea will help you generate ideas about your narrowed topic more effectively. This main idea is tentative (meaning temporary) because once you finish generating ideas, you may wish to revise the main idea statement to better express the ideas you have generated.