**Exercise 01: Identify Purposes**

***Directions:***Identify the main purpose of each of the following pieces of writing: *to explain, to convince*, or *to entertain*. Be prepared to explain your choice.

………… 1. A set of instructions for building a backyard swing set.

…………. 2. An editorial in the college newspaper calling for a reduction

in parking fees.

…………..3. A poem that makes fun of a computer spell-checker program.

…………..4. A tabloid article about the best and worst beach bodies.

…………..5. An advertisement for a cell phone provider.

…………. 6. A short story about a man who wakes up as a giant bug.

………….7. A set of directions for hooking up a DVD player.

………… 8. A letter of reference given to a prospective employer.

………….9. A textbook for an economics course.

………… 10. A Composition I essay describing a childhood memory of a

fishing trip.

**Exercise 02: Write to an Audience**

***Directions:***This exercise asks you to think about audience. Below are specific purposes for writing, with two or three distinct readers for each. Given your purpose for writing, explain how you would have to adjust your message or information according to the needs of the specified readers.

**1. Purpose for writing:** Explaining what Twitter is

**Readers:** **a.** an eighty-years-old grandmother who doesn’t have a computer.

**b.** a state legislator who has never used Twitter but wants to restrict its use by

students and teachers.

**2. Purpose for writing:** Persuading someone to enroll in a local fitness center

**Readers: a.** young singles (ages 22–32).

**b.** mature adults (50+).

**3. Purpose for writing:** Explaining what you liked about the concert you went to last

weekend

**Readers: a.** your best friend.

**b.** readers of a college newspaper column that reviews cultural events.

4. **Purpose for writing:** Persuading someone to oppose your community’s plans to widen a

street in your neighborhood because of safety concerns as the traffic

increases.

**Readers: a.** your local government representative.

**b.** your local newspaper.

**c.** your writing instructor who has just assigned a persuasive essay.