

Role Format Audience Purpose Approach				
Choose one or possibly two. Most assignments will have one.	Choose one only. Only in rare cases would combining formats make sense.	Choose one or more. If more than one, designate a primary audience.	Choose one or more. If more than one, designate a primary purpose.	Choose several. Longer pieces will require more varied approaches.
The student takes on a role and writes from this perspective	The final version must be published in exactly this format.	This is the student's intended audience (eg; who the piece is being written for).	This is why the piece is being written. The writer works toward achieving this goal.	This is how the writer will go about achieving his or her purpose.
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