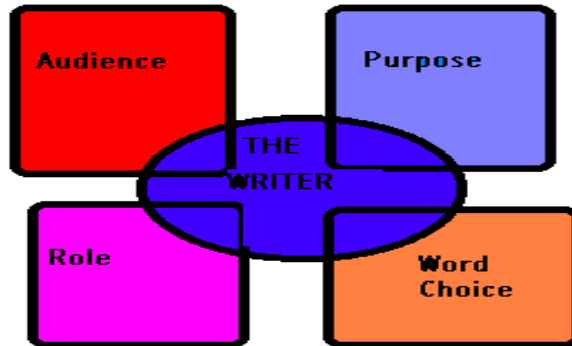


AUDIENCE, PURPOSE, ROLE & WORD CHOICE

You are the writer. You have a message to communicate to your readers. What you say (your word choice) will be influenced by your audience, your purpose, and your role.



Audience

Who are you communicating a message to?

Purpose

What message are you communicating? Why are communicating this message?

Role

What is your role? What is your relationship to the reader (or readers)?

Word Choice & Tone

Considering your audience, purpose, and role, what kinds of language choices are most appropriate? For instance, is your language likely to be formal or informal?

Another consideration:

Genre: What format will best communicate your message?