

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. The is 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.
<ul style="list-style-type: none"> > Advertiser > Newscaster > Tour Guide > Curator > Panelist > Reporter > Product Designer > Artist > Biographer > Political Candidate > Biologist > Engineer > Historian > Expert in ... > Elected Official > Parent > Teacher > Self > Detective > Editor <p>And so on...</p>	<ul style="list-style-type: none"> > Magazine Article > Editorial > Brochure > Short Story > Play > Fairy Tale > Myth > Poem > Novel > Report > Diary > Journal > Biography > Autobiography > Newspaper Article > Letter > Manual > Booklet > Interview > Textbook <p>And so on...</p>	<ul style="list-style-type: none"> > Friends > Parent > Self > Teacher > Young Children > Public Figures > Persons in Authority > Supervisor > General Public > People From Other Cultures > People From Other Time Periods > People From Other Places > Professionals in Same Discipline > Investor > Judge or Jury > School Board <p>And so on...</p>	<ul style="list-style-type: none"> > Change Thinking > Inform > Explain > Change Action > Entertain > Initiate Thinking > Tell a Story > Instruct > Initiate Action <p>And so on...</p>	<ul style="list-style-type: none"> > Analyze > Challenge > Classify > Compare > Conclude > Contrast > Defend > Define > Demonstrate > Describe > Evaluate > Explain > Interpret > Investigate > Justify > Persuade > Predict > Propose > Question > Reflect <p>And so on...</p>

To create a writing assignment, simply follow the instructions for each category. Here's what a few sample writing assignments might look like:

Content Area	Assignment
Social Studies	You are a newspaper reporter from the Atlanta Constitution covering the battle of Gettysburg. You have followed the battle and have now just listened to Lincoln's Gettysburg Address. Write a newspaper article for the people of Atlanta that will inform them of the results of the battle and its impact on the Confederate war effort. Describe the battle and its aftermath. Analyze the balance of power between the two sides as a result of the battle. Reflect on the sentiments of Unionists before and after Lincoln's speech.
Science	You are a biologist hired as a consultant to The Nature Conservancy. Create a brochure for the general public that explains the Greenhouse Effect and its impact on worldwide climatic conditions. Analyze current data on the effects of greenhouse gases and predict the consequences of widespread global warming. Propose alternatives to improve the situation that are consistent with current positions held by The Nature Conservancy.
Math	You are an expert in fractions . Create a chapter for a textbook to be used by 4th grade students that will instruct them in adding, subtracting, multiplying, and dividing fractions. Include an introduction that justifies the instructional method you choose.