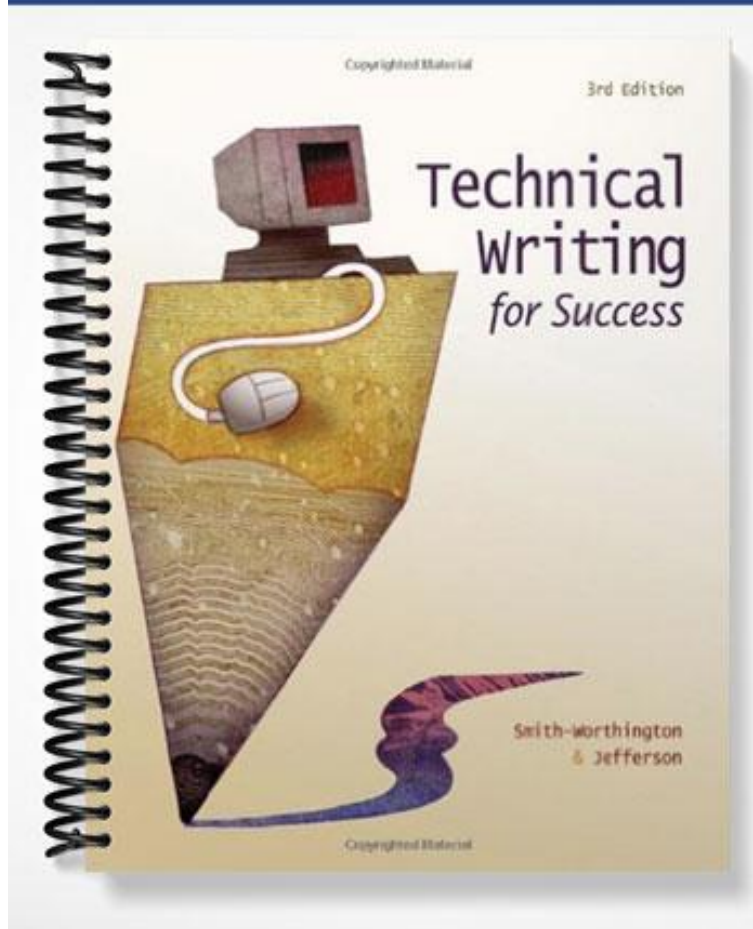


SOLUTIONS MANUAL



Purpose, Scope, and Medium Worksheet

Directions: Select several of the following topics. Practice writing purpose statements for each topic. Then complete the chart by suggesting possible plans for scope and medium. The intended audience is included in parentheses.

Purpose	Scope		Medium
To convince reader(s) to ...	Includes ...	Does <i>not</i> include ...	Possible Choices
Vote for Mr. Smith (not Mr. Jones) for Senator (public)			
Invest money in U.S. savings bonds (middle-aged employees)			
To purchase Model A1 digital video camera (new parents)			
To convince Mr. Garcia to hire you as a(n) _____. (Mr. Garcia)			

Purpose, Scope, and Medium Worksheet

Audience and Purpose

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