The Five Writing Variables

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Who is the audience for this text? Is the audience known or unknown?

The audience may be:

- Teachers
- Parents and family
- Community members

Conre What is the context in which your audience will hear, view or read your text?

- In a classroom or school
- At a school graduation
- In a school or community newspaper
- In a literary journal or magazine
- At a talent show

Central Idea

What is the purpose of your text?

- To inform
- To describe
- To explain
- To persuade or argue
- To entertain

What form will you use to write your text?

- Articles
- Editorial
- Essay
- Memoir
- Poem
- Short story
- Speech
- Journal
- Letter Report
- Play

Tip:

Use your central idea to plan and organize your content.

