

Brainstorming: questions to get you thinking

- Who is the audience for your writing?
- Do you think your audience is interested in the topic? Why or why not?
- Why should your audience be interested in this topic?
- What does your audience already know about this topic?
- What does your audience need to know about this topic?
- What experiences has your audience had that would influence them on this topic?
- What do you hope the audience will gain from your text?

Writing can have many different purposes. Here are just a few examples:

- **Summarizing:** Presenting the main points or essence of another text in a condensed form
- **Arguing/Persuading:** Expressing a viewpoint on an issue or topic in an effort to convince others that your viewpoint is correct
- **Narrating:** Telling a story or giving an account of events
- **Evaluating:** Examining something in order to determine its value or worth based on a set of criteria.
- **Analyzing:** Breaking a topic down into its component parts in order to examine the relationships between the parts.
- **Responding:** Writing that is in a direct dialogue with another text.
- **Examining/Investigating:** Systematically questioning a topic to discover or uncover facts that are not widely known or accepted, in a way that strives to be as neutral and objective as possible.
- **Observing:** Helping the reader see and understand a person, place, object, image or event that you have directly watched or experienced through detailed sensory descriptions.

