CM107 Unit 1 | Reading and Practice

Review the following KU Writing Center information on audience and purpose, and then complete the practice activities that follow:

I. Audience and Purpose
http://www.screencast.com/t/Tijy0NAFxvnc

Activity: Audience and Purpose

When writing, it helps to have a specific purpose in mind. Are you writing to entertain, inform, educate, or persuade? How you answer this question determines the way that you approach a writing task. In this activity, you will be asked to identify the writer's purpose.

Please click on the following link to begin:
http://extmedia.kaplan.edu/genEd/Media/CM107/CM107_1405C/CM107_Why_Writers_Write_Practice_Activity/quiz.html

II. Reaching Your Audience
https://kucampus.kaplan.edu/MyStudies/AcademicSupportCenter/WritingCenter/WritingReferenceLibrary/TheWritingProcess/ReachingYourAudience.aspx

Activity: Understanding Audience

How complicated can it be to make cookies? The recipe can be harder than you think—even impossible—if the writing isn't clear. In this activity, you will be asked to evaluate effective writing for specific audiences.

Please click on the following link to begin:

III. Formal and Informal Writing
https://kucampus.kaplan.edu/MyStudies/AcademicSupportCenter/WritingCenter/WritingReferenceLibrary/WritingMechanics/FormalVsInformalWriting.aspx

Activity: Informal, Semiformal, Formal Writing

We face a variety of writing situations every day, and the level of formality of these writing tasks is dependent on audience and purpose. Are you writing a Facebook post to friends? Are you sending an email to colleagues? These different situations call for different approaches. The following activity is intended to practice your awareness of the different writing situations you may encounter.

Please click on the following link to begin:
**Activity: Identify Levels of Formality in Writing**
Different writing situations call for different levels of formality, the difference in word choices and tone when writing for different audiences and purposes. For example, a memo written for work is going to be more formal than an email to a friend. In this activity, you will be asked to identify formal, semi-formal, and informal approaches to writing.

Please click on the following link to begin:


Now that you have learned what an Academic Essay is and have reviewed and practiced the early stages of the Writing Process, complete the Unit 1 Quiz to earn your Activities credit. Then begin your work in the Unit 1 Discussion Board.