

## Selecting an Appropriate Mode for Writing

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Writers often choose a specific organizational pattern – or mode of writing – that helps them best achieve their purpose or task and reach their specific audience. To select the most effective mode for your purpose, task, and audience, ask yourself the following:

### What is my purpose for writing this?

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- Is it to inform?
- Is it to persuade?
- Is it to entertain?
- Is it to demonstrate my writing ability?



### What writing task must I complete?

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- An assignment for a course?
- An essay for an exam?
- An email to my supervisor?
- An essay for a college application?



### Who will read this?

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- Fellow students?
- An academic instructor?
- A colleague?



## Select the Most Appropriate Mode

Once you consider your purpose, task, and audience, decide which mode will most effectively convey your message. Here are a few to consider:

- ❖ **Persuasion** – Choose this mode when you want to convince the reader to adopt a particular opinion, take a specific action, or agree with a point of view.
- ❖ **Comparison and Contrast** – Choose this mode to examine the similarities and differences between at least two subjects or ideas.
- ❖ **Cause and Effect** – Choose this mode to explore the reasons for something happening and the consequences that result from it.
- ❖ **Problem/Solution** – Choose this mode to address a problem and to analyze one or more solutions to resolve it.