

MURPHY BI-WEEKLY WRITING TIP

Establish Value for Readers

Dear Murphy Students:

As writers, especially for large class assignments, it is important to explain what *value* your reader(s) will receive from your paper, essay, or project.

The last reaction you want from someone is: *Why am I reading this?* Or worse, *This is a waste of time.* This tip will help you prevent that.

Establish Value

Before you begin writing, think about your answers to the following:

- What question or problem are you trying to address, and why is it important?
- How will your reader(s) benefit from this question answered, or problem solved?
- Why should readers care?

You can then write your reasons in the *introduction* of your essay, paper, or project. Tell your readers, early on, *why* it is worth their time to keep reading.

For Which Audience?

Different readers find different things important, so think about your audience:

- Who are you writing to?
- What is their background knowledge?
- What questions will they have?
- What do they find important?

Once you know your audience, you can connect your paper to their interests.

For example:

If your target audience is *parents*, this would be important:

- understanding their child
- resources to meet needs

If your target audience is *teachers*, then this would be:

- recognizing student needs
- strategies to teach students

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1. Visit <https://murphy.mywconline.net/>
2. [Register for an account](#)
3. Log in and select the "Writing Support (All Campuses)" calendar.
4. Choose any of the available white rectangles.
5. Fill out the form with your assignment info.

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If you have questions or want to put this into practice, feel free to contact me! 😊