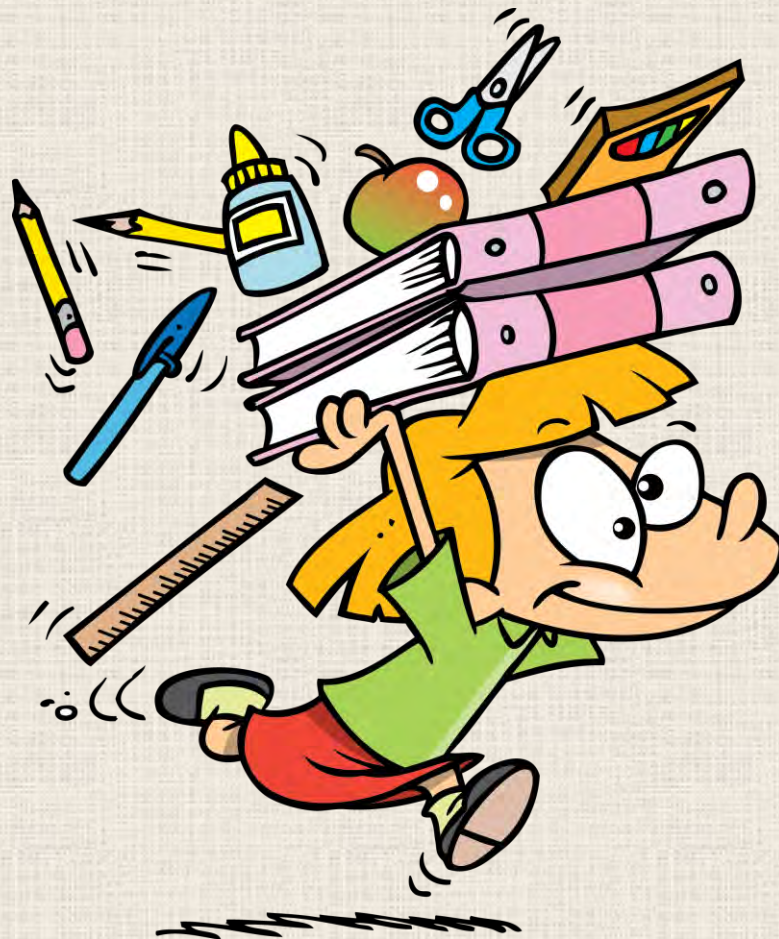


RAFT Writing Strategy

If you would like the editable Google Slide version of this activity, you will [find it here](#).



Role of the Writer	Audience	Format	Topic
artist	President of the United States	bill board	saving the environment
character from a book	school principal	cartoon	changing a rule or law
scientist	group of parents	song	promoting a product
teacher	peers	brochure	informing the public
judge	television audience	editorial	asking the public to help support a cause
reporter		commercial	

Role - Who am I? What is my role?

Audience - To whom am I communicating? Should I use a formal or informal words?

Format - Which format should I use while communicating? (letter, fiction story, report)

Topic - What is the topic? Is it sufficiently focused?

Strong Verb - What am I trying to do in this communication? (eg. convince, request, complain, persuade, pretend, entertain?)

Role

Audience

Format

Topic

Advertiser

TV Audience

A jingle or slogan for a commercial using onomatopoeia or alliteration

To encourage consumers to remember and purchase this product.



Cartoonist

Newspaper Readers

Comic strip using onomatopoeia or alliteration

The definition of onomatopoeia or alliteration



Role

Audience

Format

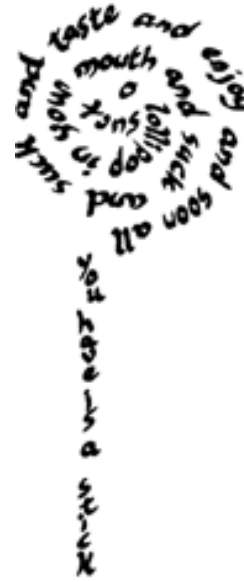
Topic

Artist



Students

Book Cover consisting of a word drawing using onomatopoeic words



To make a book about onomatopoeia appealing to buyers



Muralist



People who walk or drive by the downtown buildings in Mountain City

Paint a mural to go on the side of one of the buildings in Mountain City.

You must create a sign that has alliteration in the shape of the object you are describing.

Role

Audience

Format

Topic

Campaign Manager

America Voters

Campaign slogan using alliteration

Vote for President



Marketing

9 to 12 Year Old Consumers

Packaging for a Product

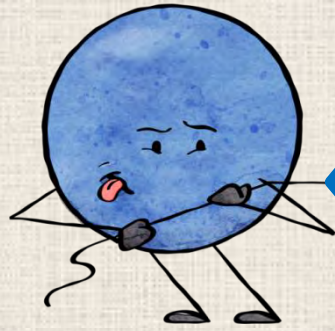
You want to encourage consumers to buy your product by using either onomatopoeia or alliteration.





Credits

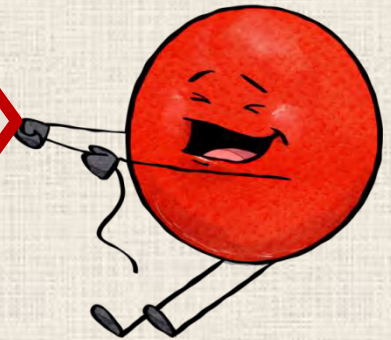




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