

## CRAFT

CRAFT is an acronym for the rhetorical concepts that should be kept in mind in order to create effective contextualized prompts. This tool helps to create assignments that are easier for student writers to understand and provides writers with a language to talk about writing. It provides a broad lens to encourage writers to consider the larger context of a writing assignment while also helping the writer determine when, how, and why she may decide to use a particular element. Using CRAFT can help writers think intentionally about their thinking process and facilitate identify, explore, and employ a writer's craft while providing writers with the necessary information to successfully meet Student Learning Outcome #2. By inviting writers to be intentional about the craft of composition – both print and digital - writers can realize their potential in academic, political, and community contexts. CRAFT is an acronym that stands for:

**Context:** the situation and reason for which you are assigning the writing.

- The kind of writing (writing to learn, academic writing, workplace writing...)
- How this writing fits into the bigger picture (of the course, discipline, profession...)

**Role:** the voice in which you are writing.

- Usually dictated by audience.
- Social rules or expectations for language
  - formal vs. informal
  - academic vs. workplace

**Audience:** the person or people for which you are writing.

- Expectations of format, organization, language...
- Common knowledge

**Format:** the type of writing you are producing.

- Speech, article, letter...

**Topic:** the subject matter on which you are writing.

- Narrow or broad focus

Below is an example of a CRAFT prompt. See if you can identify CRAFT elements used with it.

Seventh grade student Jeremy has been exhibiting a change in behavior by talking out of turn and creating distractions for other students on a daily basis in class for the last two weeks. He is normally a quiet, well-behaved student, but recently, he has become disruptive. As his teacher, you are interested in stopping this behavior to maintain classroom management and ensure a productive learning environment. Write a letter to his parents addressing his misbehavior and proposing a solution.