

Explain the importance of purpose, audience, tone, and content in academic writin...

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The importance of purpose, audience, tone, and content in academic writing

The structure of academic writing stands on four pillars, ly purpose, audience, tone and content. No piece of writing can be called academic if it does not have a purpose. Purposeful writing has a message that is directed at particular members of audience. An essay that discusses what shade of lipstick to wear with what color of skirt clearly addresses women and has little to do with men. Likewise, an essay which discusses how to please your spouse is clearly meant for married people. Tone of an essay conveys to the reader how serious he/she should take the piece of writing. Tone of academic writing is consistent with the purpose of writing. Laws and legal policies are documented with the highest possible level of formality unlike comic tales which maintain probably the lowest level of formality in the tone. The importance and significance of the two types is accorded with the tone selected for writing. Finally, the content of academic writing is basically its body. It is the content that gives academic writing its meaning, significance as well as purpose. Hence, text requires a fine combination of purpose, audience, tone and content in order to be regarded as academic writing.