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create lower middle and higher learning intention for this target: To identify the audience for and purpose of the writing, selecting the appropriate form and using other similar writing as models for their own.

Lower learning intention: Students will be able to identify the audience and purpose of a given piece of writing and choose an appropriate form for their own writing.

Middle learning intention: Students will be able to analyze different types of writing and identify the audience and purpose of each, selecting the appropriate form for their own writing and using other similar writing as models.

Higher learning intention: Students will be able to critically evaluate the effectiveness of different forms of writing for different audiences and purposes, selecting the most appropriate form for their own writing and using other similar writing as models to create original and compelling pieces.