Context

Context is a word used to describe the relationship that exists between you, your topic, your audience, and your purpose for writing. Think about context in terms of everyday conversations. You talk to your parents or your significant other differently depending on your purpose for talking to them and the scenario. You use a different tone when you are trying to convince your brother to cut the lawn for you than when you are berating him for using all the hot water because the purpose of the two conversations is different. Furthermore, the casual language that you use in both of these situations is different from the language you use to congratulate your sister at her baby's birth or the kind of words you use when asking the credit union for a loan.

As they are in so much of the writing process, audience and purpose are your guides here. Think of what opinions your audience already has about the topic, how they are viewing you and your ethos, what your purpose for writing is, and what role you want your audience to play. Are they misinformed, uninformed, antagonistic to your topic?

Imagine that your writing is a conversation with the audience and groom your language, your tone, and your organization appropriately.

Online dictionaries | Next module