

## **Using PAPA for Assignment Creation**

Purpose, Audience, Persona, Argument (PAPA)

Creating effective writing assignments involves considering several key elements to ensure clarity and relevance. The PAPA approach helps you structure assignments by focusing on Purpose, Audience, Persona, and Argument. Follow these steps to incorporate PAPA into your assignment creation process:

### 1. Purpose

What is the objective of the assignment?

- Clearly define the goals you want students to achieve.
- Consider the skills or knowledge students should demonstrate.
- Examples: Analyze a case study, argue a position, reflect on a reading, solve a problem.

Steps:

- Identify the learning outcomes.
- Specify the type of writing (e.g., essay, report, reflection).
- Explain how the assignment connects to course objectives.

### 2. Audience

Who will be reading the student's work?

- Define the intended audience to guide the tone and style.
- This could be a professional audience, classmates, or the instructor.

Steps:

- Describe the audience's characteristics (e.g., expertise level, interests).
- Provide context on how the audience might respond.
- Explain the significance of the audience's perspective.

### 3. Persona

What role should the student adopt?

- Determine the student's persona or voice in the assignment.
- This could be as a professional in the field, a critic, a researcher, etc.

Steps:

- Clarify the persona the student should embody.
- Describe the expected tone and style (formal, informal, technical).
- Provide examples of effective persona use.

### 4. Argument

What is the central argument or main point?

- Help students develop a clear and concise argument.

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- The argument should be supported by evidence and logical reasoning.

Steps:

- Outline the structure of a strong argument (thesis statement, supporting points).
- Emphasize the importance of evidence and examples.
- Provide guidelines for organizing the argument coherently.

Example Assignment Using PAPA

Assignment Title: Analysis of Workplace Communication

Purpose:

Analyze the communication strategies used in a workplace scenario to identify strengths and areas for improvement.

Audience:

Professional peers in the field of business communication.

Persona:

Adopt the role of a business communication consultant.

Argument:

Present a well-supported analysis of the communication strategies, highlighting effective practices and suggesting improvements.

Tips for Success

- Always refer back to the PAPA elements to ensure alignment.
- Provide clear instructions and criteria for evaluation.
- Encourage students to ask questions if any part of the assignment is unclear.

By using the PAPA approach, you can create structured and purposeful assignments that enhance student learning and engagement.

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ChatGPT was used in the creation of this handout.