

## My favorite brand of bottled water

P: To inform the reader about your favorite brand of bottled water

A: Readers of a newspaper.

G: Newspaper report such as you would find in the food section of the newspaper.

E: That the reader will know more about your brand of bottled water.

Exigence: "I want to tell the story of my favorite bottled water and my relationship with it."

Subject matter: Commercial bottled water.

Discourse Community: Consumers of bottled water.

Genre: Newspaper article.

Instructions: Investigate the company that produces your brand of bottled water. You should start with the company's own information, but your research should expand beyond that. Find out where the water come from, what company bottles it, when was it developed for sale, where is it sold, what is its market position, why is it your favorite.

Writing Process: Find multiple sources with information about the company and its product. Organize the information in a way that matches a newspaper report about a food or beverage product. Try to tell the story of the water and the company; simply *listing the answers* to the questions above will probably *not tell its story*.