Anderson highlights the three main objectives of purpose, reader, and context that are essential in communication through writing. His objectives are prevalent in his example of job applications and resumes and “unless (they) achieve this objective, they don’t succeed” (Anderson 68). Purpose is the most crucial objective to achieve a successful response because it is first in the sequence and therefore constructs every other objective.

Knowing your reader’s wants helps you achieve your purpose, and in any case “you must help the reader achieve (their purpose) in order for you to be able to achieve yours” (Anderson 72). Therefore, completing the purpose objective is a must before being able to complete the reader objective, because without a purpose you can’t define your reader’s cultural and professional characteristics. If “usability is the ease with which readers can use your communication to perform their tasks” (Anderson 71) then completing the reader objective relies on knowing usability derived from purpose as a base. Accomplishing the reader objective bridges the purpose and context objectives together because “people interpret what they read as a chapter in an ongoing story” (Anderson 87) and purpose is the publisher for that chapter. Knowing your constraints comes from who your readers are, which comes from the purpose of your writing in the first place.