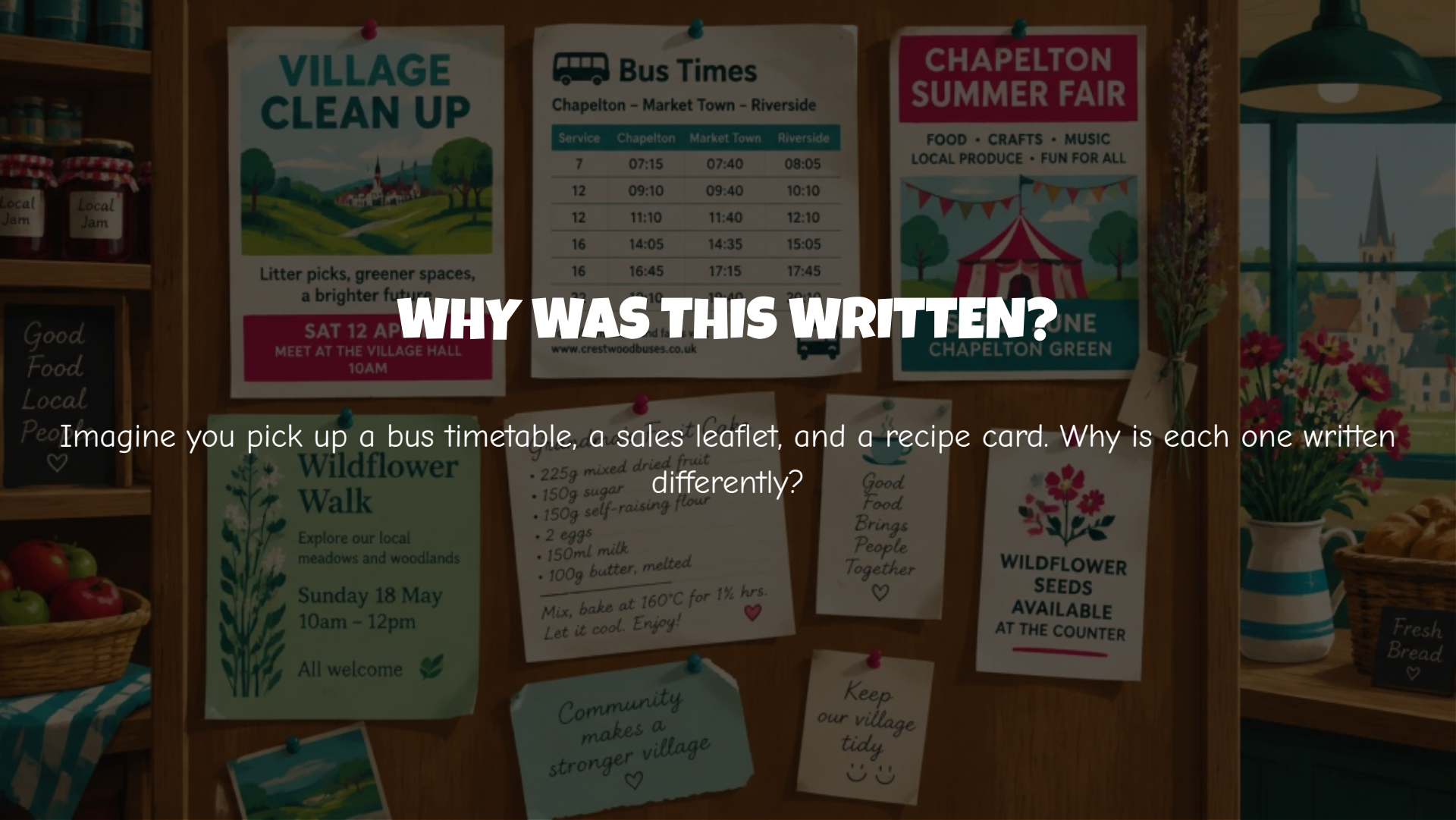
# PURPOSE AND AUDIENCE

Reading for work and everyday life






# WHY WAS THIS WRITTEN?

Imagine you pick up a bus timetable, a sales leaflet, and a recipe card. Why is each one written differently?

# WHAT WE WILL LEARN

1. Identify the four main text purposes: instruct, persuade, inform, and describe.
2. Spot who a text is written for by looking at the target audience.
3. Match real-world texts to their purpose to pass City and Guilds reading tasks.

# KEY VOCABULARY




**Purpose**

The main reason why an author writes a text.



**Audience**

The reader or group of people the text is for.



**Instruct**

To tell someone how to do something step by step.




**Persuade**

To urge or tempt someone to think, feel, or buy.

# THE FOUR MAIN PURPOSES



## INSTRUCT

Tells you how to complete a task. Uses bossy command verbs like **press**, **turn**, and **cut**.



## PERSUADE

Urges you to do something or buy a product. Uses tempting words like **best** and **great value**.



## INFORM

Gives clear facts and details. It does not try to sell. Examples: train times, news notices, and museum guides.



## DESCRIBE

Paints a clear picture in your mind. Uses rich sensory adjectives to show how things look, sound, or smell.

# INSTRUCTIVE TEXTS

*Clear orders to follow*




KEY CONCEPT

Instructive texts guide the reader through an action. They use direct commands called imperative verbs.

- **Numbered steps:** Keeps instructions in the right time order.
- **Command verbs:** Words like *insert*, *tighten*, or *rinse*.
- **Short bullet points:** Helps you find each step quickly.

**Remember**

If a text orders you what to do, its purpose is to instruct.

# PERSUASIVE TEXTS

Persuasive writing wants to influence your choice. Advertisements, charity appeals, and job adverts are often persuasive.

Notice how writers tempt you:

- **Positive adjectives:** 'Delicious', 'unmissable', 'trusted'.
- **Direct address:** Speaking to 'you' so you feel included.
- **Special offers:** Urging you to act right now.



# INFORMATIVE AND DESCRIPTIVE






## INFORMATIVE TEXT

Shares truthful facts and practical details. It stays neutral and does not push an opinion. Examples: bus timetables and bank letters.

## DESCRIPTIVE TEXT

Helps the reader picture a person, place, or object. It uses vivid sense words to describe sight, sound, touch, and mood.

# IDENTIFY THE PURPOSE

Read this sign: 'Wear your hard hat at all times on site. Wash hands before eating.' What is the main purpose of this text?

1. To instruct workers on safety rules
2. To persuade people to buy safety hats
3. To describe how a hard hat looks and feels
4. To inform people about the history of building sites

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# WHO IS THE AUDIENCE?

The **audience** is the exact person or group a writer expects to read the text.

Writers change their words to suit their audience:

- **Staff at work:** Professional tone with job instructions.
- **Shoppers:** Cheerful, catchy words and big discount signs.
- **Tenants or residents:** Clear rules about flats, bins, and rent.

# VIDEO: TEXT TYPES IN ACTION

Watch this short guide on how different texts are created for different purposes and readers.



# EXAM CLUES FOR PURPOSE

1

### Check Title

Headings tell you if it sells, informs, or guides.

2

### Find Verbs

Bossy verbs mean it is an instructive text.

3

### Check Facts

Dates, times, and rules mean informative text.

4

### Find Adjectives

Strong words show description or persuasion.

# EXAM PRACTICE EXAMPLE

## NOTICE FOR WAREHOUSE STAFF

> *"Report all spills at once. Clean the area with the yellow mop in cupboard B."*
>
> Warehouse Safety Notice 4

**Purpose:** To instruct staff on what to do when liquid spills.

**Audience:** Warehouse workers and warehouse cleaners.



# MATCH TEXT TO PURPOSE

Match the words with the definitions

Recipe book

Train timetable

Novel extract

Holiday brochure

A Informs passengers of departure times

B Describes characters, settings, and feelings

C Persuades tourists to book a trip

D Instructs how to prepare and cook food

# MATCH TEXT TO PURPOSE

Match the words with the definitions

Recipe book D

Train timetable A

Novel extract B

Holiday brochure C

A Informs passengers of departure times

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