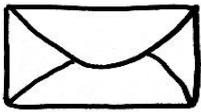
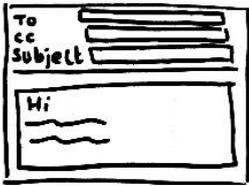
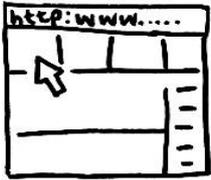
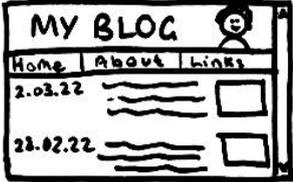
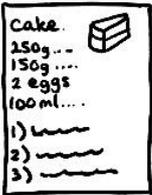
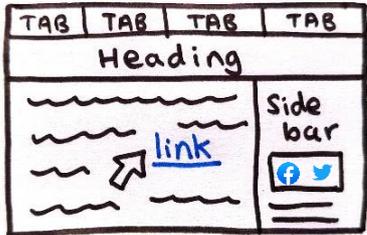


# Entry 3 Reading vocabulary

Text or document = a piece of writing

Types of text			
 letter	 email	 article	 form
 website	 leaflet	 flyer	 blog
 review	 invitation	 recipe	 advert

Layout features = document design

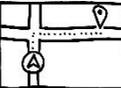
Different styles of writing	Page design	Web page features
<p>BLOCK CAPITALS</p> <p><u>underlining</u></p> <p><b>bold font / bold text</b></p> <p><i>italics / italic font</i></p> <p><a href="#">internet links</a></p> <p>“quotations”</p> <ul style="list-style-type: none"> <li>bullet points</li> </ul> <p>1) numbering</p>	 <p>caption = writing to explain a picture.</p>	 <p>social media icons</p>

Images = pictures

 	<b>photograph</b>
  	<b>symbol</b> = a picture or shape with a special meaning.
  	<b>logo</b> = a symbol for a company or organisation
 	<b>chart</b> = a picture to show numbers
 	<b>diagram</b> = a picture or plan to explain how something works
 	<b>sign</b> = a notice to give information, instructions, warning, etc..

## Purpose of text = reason for reading or writing

- Why did somebody write this?
- Why do you read this? What's it for?

Purpose	Examples
 <p><b>to inform / to give information</b> = to learn something</p>	<p>The house was built in the <b>1930s</b>. It is a semi-detached house. It has three bedrooms, and one bathroom.</p>
 <p><b>to instruct / to give instructions</b> = tell you how to do something, step by step</p>	<p>To turn off the alarm</p> <ul style="list-style-type: none"> <li>• <b>press</b> the red button</li> <li>• <b>enter</b> your four digit code.</li> </ul>
 <p><b>to persuade</b> = to influence you, push you to do something, convince you</p>	<p>This is a <b>beautiful, spacious</b> house in a <b>fantastic</b> location. Book a viewing now to avoid <b>disappointment!</b></p>
 <p><b>to advertise</b> = to sell something/ persuade you to buy something.</p>	<p>Don't miss our <b>amazing</b> winter sale! Up to <b>20% off</b> all sofas and beds.</p>
 <p><b>to give directions</b> = tell you where to go</p>	<p><b>Turn left at</b> the traffic lights, <b>go past</b> Tesco and my house is <b>on the right</b>, near the post box.</p>
 <p><b>to advise / offer advice</b> = give help and ideas</p>	<p>To keep your home safe, you <b>should</b> install smoke alarms. <b>Make sure</b> you check the battery regularly.</p>
 <p><b>to invite</b> = ask someone to come to an event</p>	<p>Hi there! Are you free on Saturday? <b>We're having</b> a barbecue and <b>we'd</b> love to see you.</p>
 <p><b>to entertain</b> = for fun, to enjoy</p>	<p>What does a house wear? Address! </p>
 <p><b>to explain</b> = how and why</p>	<p>I got solar panels <b>because</b> I wanted to save energy. I saw a leaflet about government funding and applied online. Solar panels <b>work by</b> turning sunlight into electrical energy.</p>
 <p><b>to describe</b> = say how something looks or feels.</p>	<p>The living room is warm and comfortable. It has a cream carpet and red velvet curtains.</p>