Audience and Purpose

task sheets

Contributor’s notes

This is an ‘audience and purpose’ activity that I use with a variety of junk mail, newspaper articles and instruction leaflets.

I first used it as a taster session for family literacy at a school where I didn't yet know the learners’ levels. First impressions suggested they were a very mixed ability group, but letting them choose their own texts allowed them to differentiate for themselves. It provoked some interesting and useful debate.

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Main Curriculum References

Rt/E2.2 Recognise the different purposes of texts at this level
(a) understand that different texts have different purposes, e.g. to explain, inform, instruct, entertain

Rt/E3.2 Recognise the different purposes of texts at this level. Understand that (a) different texts have different purposes, e.g. to inform, explain, instruct, entertain, describe, persuade
(b) texts of the same form can have different purposes, e.g. a letter

Rt/L1.2 Recognise how language and other textual features are used to achieve different purposes (e.g. to instruct, explain, describe, persuade)
(a) understand that choice of language and textual features reflect the purpose of a text
(b) know that different types of text use different sorts of language, structural and presentational devices
(c) understand that readers can choose different sorts of texts to read for pleasure, depending on their tastes and interests, e.g., imaginative texts: stories, novels, poems; factual texts: biographies, travel writing, information texts

Rt/L2.2 Identify the purpose of a text and infer meaning which is not explicit
(a) understand that different kinds of text have different purposes, that texts can have more than one purpose, and that the real purpose of some texts can be different from the explicitly stated purpose
(b) understand that format, structure, vocabulary and style provide clues to the purpose of a text
(c) understand that the relevance of a text depends on the reader's purpose as well as the purpose of the text

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THANK YOU
Audience and Purpose

1) Choose three texts as a group, trying to get a wide variety. For example, you don’t want three newspaper articles or three adverts.

2) Read the three texts.

3) For each text, discuss in your group:

   a) Who does the author think will be reading it? (audience)
      E.g. a newspaper article is aimed at the type of people who usually buy that paper.

   b) Why was it written? (purpose)
      Is it trying to sell you something?
      Is it giving you instructions?
      Or is it meant to be informative or entertaining?

   c) What else do you notice about the style of language used in the texts?