

Purpose	The main goal or intention behind your communication. Why was it written?
Audience	The specific group of people you are trying to reach. Who is it aimed at?
Format	The specific way a piece of writing or communication is structured and presented What type of text is it?
Context	The events, beliefs and circumstances surrounding a text when it was written. What was happening when it was written?

When reading ask yourself:

- Who is speaking?
- Who are they speaking to?
- What do they want the audience to think?
- How are they trying to influence the audience?

Reading skillsRetrieval

Finding information directly from the text

Inference

Using clues from the text to work out hidden meanings.

Summary

Identifying the most important ideas.

Evidence

Using quotations to support your ideas

Analysis

Explaining how a writer influences the reader.

Key TermsFact

Information that can be proven to be true

Opinion

A personal belief or viewpoint

Bias

When a writer presents one side more strongly than another.

Viewpoint

A writer's attitude, opinion or perspective about a topic.

Tone

The attitude or feeling created by the writer. **Examples: Serious, persuasive, formal, angry, hopeful and inspirational.**

Key Contexts**Suffragettes**

Campaigned for women to have the right to vote.

Workers' Rights

Workers campaigned for fair pay and safer conditions.

Civil Rights Movement

Campaigned for racial equality. Challenged discrimination and segregation.

The Titanic

Sank in 1912 after hitting an iceberg. Highlighted class differences and raised questions about responsibility.

D	Direct Address- the speaker directly refers to the audience using pronouns like "you," "your," "we," "us,
A	Anecdote - a short personal story
F	Facts - A statement that is proven true.
O	Opinion - Personal beliefs, judgments, or viewpoints that are not necessarily provable.
R	Rhetorical Question - Questions asked for effect, without expecting a direct answer.
E	Emotive Language - Words and phrases specifically chosen to evoke a strong emotional response
S	Statistics - number facts
T	Triplets - groups of three

Audience, Purpose and Form -

For writing

Questions you should ask:

- Who am I writing for?
- Why am I writing?
- What form am I using?

Formal

A situation/text which is completed in a way that follows a set of rules or etiquette.

Informal

To have a relaxed, friendly or unofficial structure or nature.

Persuasive Vocabulary

Introducing Ideas

- Firstly
- Furthermore
- Moreover

Persuading

- Surely
- Clearly
- Undoubtedly

Concluding

- Therefore
- Consequently
- In conclusion

Letter

- Addresses of sender and recipient
 - Date
 - Introduction
 - Conclusion
- 2 short, main paragraphs
- Named signed off

Article

- Headline
- Picture(s) with caption
- Short paragraphs written in columns
- Intro which addresses the 5 Ws

News Report

- News reports are written in a format, factual and objective style.
- Includes the 5 w's and quotations from witnesses or experts.

Speech

- Opening engages an audience
 - Uses DAFOREST
 - Call to action
 - Strong conclusion
- To persuade, inspire or motivate a audience