1. For each sentence, circle the word which best describes its intended audience.
   1. “Do you yearn form a simpler, more reliable way of managing your finances?” children/adults
   2. “When buying a used car, try to get as much information from the dealer as you can.” experts/novices
2. Identify the main purpose of each text: to entertain; to persuade; to advise.
   1. “Shop around for the best quote – some insurers are much more expensive than others.” ………………………………..
   2. “As the train moved south, first crawling, then increasing to a steady gallop, the scenery gradually changed from the flat and drab to the dramatic and beautiful.” ……………………………….
   3. “Who could disagree with the fact that children should eat healthily?” ………………………………………………………
3. Find two words or phrases that show this text is aimed at a younger audience and explain how they show this.

With Spondon Summer jobs you can:

* gain real world work experience
* earn a few quid
* make new friends

Whatever you fancy, we can find you a job that suits you down to the ground! Interested? Fill out the application form on our website, or find us on social media.

Word or phrase

Are you looking for a cool summer job?

We've got loads of temporary vacancies with no experience required!

All you need is some free time over the Holidays, a positive attitude and plenty of energy. If you've got your own wheels that's even better!

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Explanation

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Word or phrase ……………………………………………………………………………………………….

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1. Read the following extract from a leaflet advertising an aquarium.

Come to Oxton Aquarium - you'll have a whale of a time!

At Oxton Aquarium you can see lots of different sea creatures all in one place. You could be eyed up by an octopus, shaken by a shark or peered out by a Pike! They're all here in our very special underwater world - and we are open every day in the school Holidays.

Whether you come with your school, your family or your friends you're bound to have a fantastic time.

“I've had the best day ever. Can we go round again?” – Adam Rodgers, age 9.

Oxton Aquarium is a fun and fishy day out that you’ll never forget!

How has the writer adapted their language to engage their audience?

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1. Read the following extract form a newspaper opinion piece.

Is it really that time of year again? The decorations go up and suddenly the nation is whipped up into a frenzy, convinced the only way to survive the coming holiday is to grab a trolley and raid the supermarket. We stock up as if an apocalypse is coming, buying up vast quantities of everything from overpriced tins of chocolate right down to the last bruised parsnip.

It's time we admitted that the whole process is utterly ridiculous. Don't get me wrong, I love Christmas. I love the decorations, the merriment and, most of all, the abundance of delicious food.

At what simply must end is the bizarre mentality that causes us to frantically raced to the shops five minutes before closing time on Christmas Eve. We've all been there, haven't we? Running around like headless chickens, gripped by a sudden and deathly terror that we might not have stockpiled enough after-dinner mints to last the festivities.

Britain, we need to take a stand against festive stress. Christmas is a special time of year; it should be a time to sit back and take a break from the stresses of everyday life. So please, enjoy your holiday - and try to remember that the world won't end should you happen to forget the cranberry sauce.

How does the writer use language to influence the audience?

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