



Audience and purpose



Writers aim their work at general or specific audiences

1. The writer will always have a group of people in mind when they write – this is the audience.
2. The audience of a text can be quite general eg adults, or more specific, eg parents with children under the age of 3.
3. Some texts will have more than one audience, e.g. children's books will try to appeal to the kids who read them, but also to the parents who will buy them.





Next Task: Who is the audience?

Sometimes you can work out who the audience is by the text's content (subject matter).

This latest model is a beautiful car. Its impressive engine can send you shooting from nought to 60 miles power in less than 6 seconds. Is a great buy for anyone currently looking at competitor models in this range.





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Ruben Corsanqui's new musical is a delight. It showcases the very best of his lyrical talents, and the choreography is stunning. We anticipate that these tickets will sell out as soon as they go on general release.





Next Task: Who is the audience?



Vocabulary can tell you about the age of the audience.

Today, we witnessed a discussion on Fox hunting. As one could imagine, this issue, although it has been debated for many years, still managed to elicit mixed emotions from all concerned.





Next Task: Who is the audience?



Vocabulary can tell you about the age of the audience.

Dungeon killer 3 is the hottest new game of the year! There are 52 awesome levels and six cool new characters- don't miss out in the wildest gaming experience of your life!





- Have a go – work sheet on audience and purpose.





Recap and Plenary

Q and A of answers.

Share your answers.