

# PURPOSE AND AUDIENCE

We are learning today...

- How to work out the main purpose of a text.
- How to work out the main intended audience for a text.

What I'm looking for...

- Note-taking when necessary.
- Evidence to back up your opinions on purpose and audience.
- Pointing out persuasive techniques when you see them.



# Persuasive Techniques – reminder

Emotive language

Rhetorical questions

Repetition

Undermine opposing views

Anecdote

Direct address

Exaggeration

Facts and Statistics

Tricolon (Power of three)



## Purpose - persuasion

The purpose of some texts is to persuade. If it is, you have to try to work out what exactly the writer is trying to persuade his/her audience to do, or to think.

To do this, you have to read carefully and work out:

- The subject or issue or theme.
- The writer's attitude to the topic.
- What he or she says should be done about the issue.



# Audience

You have to try to work out who exactly the writer is trying to persuade.

To do this, you have to read carefully and work out:

- The subject or issue or theme.
- Are any specific groups of people mentioned?
- The writer's attitude to the topic.
- What he or she says should be done about the issue.
- The complexity of language or vocabulary used.
- To get specific about the audience, consider their likely age, gender, interests, nationality, background.



Work out:

- The subject or issue or theme.
- The writer's attitude to the topic.
- What he or she says should be done about the issue.
- Now – what was the purpose?



To work out the audience, consider:

- their age
- Gender
- Interests
- Nationality
- background.

