

Essential Skills Wales

Communication

Portfolio assessment guidance

Writing for Different Audiences

Summary:

Learners are required to present written documents that are aimed at and are appropriate for different audiences. At level 1, the requirement is for learners to communicate information to a familiar audience, eg their tutor. Levels 2 and 3 require learners to give different information to different audiences, eg a formal document to their tutor, or to an employer, or a newspaper article or a critique of a piece of art work or a film etc. In some portfolios sampled the intended audience was not apparent, and very often the intended audience for both of the written documents was the tutor.

Example A: *An extract from an information leaflet written for the learner's peer group or for those suffering from anorexia.*

The text is aimed at the learner's peers or someone suffering from anorexia; the needs of the audience have been taken into account as the writer has given advice and considered the needs of the reader.

Overcoming anorexia!

It may seem like there's no escape from your eating disorder but remember you are not alone in your struggle. With treatment, support from others and smart self-help strategies, you can overcome your eating disorder. The road to recovery starts with you admitting you have a problem.

Admit you have a problem. Up until now you've been invested in the idea that life will be better if you lose more weight. That's not true the success to happiness is being happy with yourself without needing to change!

Talk to someone. It can be hard to talk about but it is important to understand you are not alone, find a good listener- someone who will support you as you try to get better.

Stay away from people, places and activities that trigger your obsession with being thin. You may need to avoid fashion magazines and spend less time with friends who diet and talk about weight loss.

Seek professional help. Advice and support can help you regain health and develop better attitudes about food and your body.

Just remember things can only get better

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Example B: *An example of a letter of application written to a prospective employer.*

The text is aimed at a prospective employer. The writer has given the audience the information about the writer in relation to the job for which they are applying. Appropriate formal language and letter writing format is used.

My address

1st August 2008

The Manager
Company address

Company postcode

Dear Sir,

I am writing this letter to apply for the job advertised on www.fishforjobs.co.uk for a Coded Welder in the TIG and MMA welding processes.

I am a coded welder in MMA, TIG and MIG. While I was an apprentice I completed my NVQ Levels 2 and 3, BTEC National Award and HNC.

I have learnt how to set up all machines that are used within the welding industry. I also have the codings for MMA, TIG and MIG welding processes. I have a full UK driving license and a full UK passport and am able to work abroad if necessary.

I look forward to hearing from you soon.

Yours faithfully,

My name