

## Format and structure

### Worksheet 3: Identify the features, purpose and audience of a text

**Key point**

You can improve your writing by understanding the organisational features of texts and how to use them. Understanding why you are writing (the purpose) and who you are writing for (the audience) will also add focus to your writing.

#### Get started

**Guided**

1. Look at the front page of the newspaper below and identify the correct features. Choose from the words in the box.

heading paragraphs banner images bold text subheading

heading



banner

#### Hint

Remember that we refer to subheadings and not subtitles. (Subtitles are words displayed on a screen to show what is being said.)

#### Try this

1. Answer the questions by putting a tick in the correct box. You may use a dictionary to help you.

a. What is another word for an image?

banner ☐ picture ☐ heading ☐ caption ☐

b. What is another word for a heading?

column ☐ list ☐ frame ☐ title ☐

2. Using the words in the box, identify the types of font used for the phrases below.

hand writing italics bold block capitals

STAFF WANTED

*Must have experience*

Apply within

Ask for James

3. Read the text below.

The Adventure Park is situated 10 miles north of the city centre. There is plenty of parking. It is open every day from 9 a.m. to 6 p.m.

Put a tick in the correct box.

a. The **purpose** of the text is to:

tell you about what you can do at the Adventure Park ☐

give information about the Adventure Park ☐

tell you about where you can eat at the Adventure Park ☐

give information about the city centre ☐

b. The **audience** of the text is:

adults who are looking for a day out in the city centre ☐

children who like adventure parks ☐

adults who are going to drive to the Adventure Park ☐

children who are going to the Adventure Park with friends ☐

4. Read the text below.

**Football Magazine** – subscribe now and get 12 issues for the price of 10! Every month you'll receive a copy of the magazine, both online and through the post. Each issue of the magazine contains match reports, interviews with players and managers, and loads more. Don't miss out on this special offer. Subscribe today!

a. What is the **purpose** of this text?

.....

b. Who is the **audience** of this text?

.....

### Hint

By memorising the writing triplets, you will find it easier to establish the purpose of a text. The triplets are:

- Inform, explain, describe
- Persuade, argue, advise
- Analyse, review, comment
- Imagine, explore, entertain

### Hint

The audience is who the text has been written for.

### Hint

The purpose is the reason why a text has been written.

## Aim to pass

1. Write a short article for a local magazine about your town.

In your article, remember to include:

- a heading
- at least two subheadings
- and one other feature of your choice.

Write at least 8 sentences. Complete your answer on a separate piece of paper. (14 marks)

### Watch out!

Don't forget to think about why you are writing the article and who will be reading it.

### Hint

Remember to use paragraphs in your writing. Aim to write at least two separate paragraphs.

## Rate yourself

How confident are you at identifying organisational features and thinking about a text's purpose and audience?



**Got it!**

Well done! Move on to the next activity.



**Not there yet...**

Try one of the booster sheets for this worksheet.