

Textual features

Booster 3: Identifying audience and purpose

Key learning

You need to know who a text is aimed at: the audience of the text. This is an important part of identifying the purpose of a text. Think about what sort of text you are reading. For example, is it a general text offering you information or is it an advertisement aimed at a particular type of customer or applicant?

Worked example:

Read the following text carefully.

The Phone Shop
The Phone Shop offers phones and accessories to customers seeking the latest in phone technology.
We are looking for applicants to act as sales staff in our Kingsford branch. Applicants must have qualifications in IT and Numeracy. Applicants must also be able to work evenings and weekends.
Applicants must:
<ul style="list-style-type: none">• have knowledge of mobile phone technology• have a polite and friendly manner• have experience in dealing with the public.
Staff duties
<ol style="list-style-type: none">1. Dealing with customers2. Arranging displays3. Handling money and cashing up at the end of the day.
To apply
Attach your CV to an email and send to manager@phoneshop.biz

What is the purpose of the text? Tick **one** box only.

		✓
A	Give information to The Phone Shop staff	
B	Tell applicants about the role of The Phone Shop staff	
C	Give information to The Phone Shop customers	
D	Advertise the latest mobile phones	

Answer:

B Tell applicants about the role of The Phone Shop staff

Reading the text carefully, you can see that it is an advert looking for applicants to work as The Phone Shop staff.

Your turn:

Read the following text carefully.

Kingsford Summer Camp

With the school term coming to an end, parents will be wondering what to do to keep their children entertained for the summer holidays. Kingsford Summer Camp is the answer. The camp has run successfully for the past ten years and offers a week-long range of exciting outdoor activities for children from 8 to 16 years.

Activities include:

- outdoor swimming
- kayaking
- forest school.

So why not send your children for a week of fun and excitement? We'll make sure they have a good time, and you'll have a week to yourself!

If you would like your child to attend:

1. Complete our online form.
2. Send payment of £150 per child through our website at kingsfordsummercamps.co.uk.

1. What type of text is this?
2. Who is the text aimed at?
3. What is the purpose of the text? Tick (✓) **one** correct answer.

		✓
A	To inform parents about the school summer holidays	
B	To explain why children get bored in the summer holidays	
C	To describe Kingsford Summer Camp	
D	To persuade parents to send their children to Kingsford Summer Camp	