

Boost Free Lessons - Year 7 English

Lesson 8: Audience and Purpose

Name: _____ Grade: _____ Date: _____

Worked Example 1

Identify the audience and purpose of the text below.

Rinse the container before placing it in the yellow bin. Lids must be removed. Soft plastics are not accepted.

1. **Audience** is who the text is written for. **Purpose** is why it was written.
2. The short commands and simple vocabulary suggest a general adult reader, not a specialist.
3. Every sentence tells the reader what to do, so the purpose is to instruct.
4. The three main purposes are to **inform**, to **persuade** and to **entertain**. Instructing is a form of informing.

Audience: household residents. Purpose: to instruct them how to recycle correctly.

Worked Example 2

Identify the audience and purpose of the text below.

Don't let another summer go to waste. Book your spot now, before they're gone.

1. Look at the language first. **Don't** and **your** are informal and speak directly to the reader.
2. **Book now** and **before they're gone** create urgency.
3. Creating urgency is a persuasive move, not an informative one.
4. The informal tone suggests a general public audience rather than experts.

Audience: the general public. Purpose: to persuade them to book quickly.

Remember: **Audience** is who the text is for. **Purpose** is why it exists. The main purposes are to inform, to persuade and to entertain. Vocabulary, tone and sentence length are your best clues to both.



Question 1: Name the likely audience and purpose of each text.

1. A recipe in a cookbook

2. A television advertisement for a new phone

3. A safety notice in a science laboratory

4. A comic strip in a newspaper

5. A letter asking the council to fix a footpath

6. An encyclopedia entry about volcanoes

7. A poster encouraging students to join a club

8. A set of assembly instructions for a bookshelf



Question 2: Read the passage below, then answer the questions.

You might have seen photographs of white, ghostly coral. This is called bleaching. When the water around a reef stays too warm for too long, the coral pushes out the tiny algae living inside it, and without them it loses its colour.

1. Who is the intended audience? Give a reason.

2. What is the main purpose of this text?

3. Find one word or phrase that reveals the audience.

4. How would the text change if it were written for scientists?

5. Is this text mainly informing or persuading? Explain.

6. Rewrite the first sentence for a much younger audience.



Question 3: Answer the following questions.

1. Write one sentence about homework aimed at students.

2. Write the same idea aimed at parents.

3. Explain how you changed your language between the two versions.

4. Why must a writer decide on audience before they start writing?

5. Can a text have more than one purpose? Give an example.





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Answers: Audience and Purpose

Question 1

1. Audience: home cooks. Purpose: to instruct.
2. Audience: general public. Purpose: to persuade.
3. Audience: students and staff in the lab. Purpose: to instruct and warn.
4. Audience: newspaper readers. Purpose: to entertain.
5. Audience: the local council. Purpose: to persuade.
6. Audience: general readers or researchers. Purpose: to inform.
7. Audience: students. Purpose: to persuade.
8. Audience: the buyer. Purpose: to instruct.

Question 2

1. Everyday readers who are not scientists, because the text explains terms simply and uses no technical vocabulary.
2. To inform readers about how coral bleaching happens.
3. Model response: *you might have seen*, which speaks directly to an ordinary reader.
4. It would use technical terms such as zooxanthellae, cite data, and drop the direct address to *you*.
5. Mainly informing. It explains a process and does not ask the reader to do anything.
6. Model response: Coral is a tiny animal that lives in warm water.

Question 3

1. Model response: Doing twenty minutes a night beats cramming the whole lot on Sunday.
2. Model response: A consistent twenty minutes each evening is far more effective than a single long session at the weekend.
3. Model response: The student version is shorter and more casual, while the parent version is more formal and explains the benefit.
4. Audience decides vocabulary, tone, sentence length and how much background you need to explain. Changing it later means rewriting almost everything.
5. Yes. An advertisement can inform you about a product and persuade you to buy it at the same time.

