

Writing to Inform

Audience	Purpose	Examples	Typical Structure	Typical Language Features
<p>Someone who wants to know about something in detail.</p>	<p>To present information that is easy to find and understand.</p> <p>Used to record factual information.</p>	<p>Reference book Chronology of events Newspaper article BBC news report</p>	<p>Headings and sub-headings used to sort information clearly.</p> <p>Tables, diagrams, illustrations add information and break up the text.</p> <p>Bullet points to guide readers through.</p>	<p>Clear factual style which does not include opinions.</p> <p>Present tense is used.</p> <p>Sentences tend to be short, for clarity.</p> <p>Key words are used.</p> <p><u>Quantity</u> All, some, most, few, many, the majority of</p> <p><u>Cause and Effect</u> Consequently, as a result, because of, therefore, until, whenever, depending upon</p> <p><u>Comparison</u> Equally, similarly, compared with</p> <p><u>Contrast</u> But, however, alternatively, oppositely to, in contrast.</p>