

## Purpose, Audience, Form

### P.A.F

Before writing a text it is important to identify the purpose, your audience and the required form. This will help you choose what language and structure to use in your writing,

#### **Purpose**

It is vital that you achieve your purpose, think “Why am I writing?”

- Argue/ Persuade
- Describe
- Entertain
- Inform, Explain, Advise
- Instruct

The purpose of the text will affect the language and structure you use. For example the language in a persuasive advert is completely different to a formal letter.

#### **Audience**

You must tailor your writing to suit your audience, Think “Who am I writing to?”

- Friends
- Children
- Teacher
- Potential employers
- Politician

The nature of your audience will have a big impact on the language and tone you use in your writing. For example the language used in an article for a children’s magazine will be different to that used in a scientific journal.

#### **Form (text type)**

Your writing needs to be presented in a suitable form. Think “How am i going to present and structure my writing?” You will often be asked to write a specific type of text.

- |                     |              |
|---------------------|--------------|
| • Newspaper article | Presentation |
| • Letter            | Blog         |
| • Advert            | Review       |
| • Diary             | Report       |

**Remember to ensure you have shared with your class an example so they can recognise the PAF before writing for themselves.**