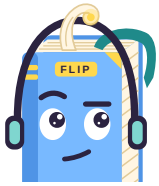
Name _____ Date _____

Reader and purpose

Who will read it? What is its job? Those answers shape your writing.

1 Learn



Before you write, ask two questions: **Who is it for?** (the reader) and **Why am I writing it?** (the purpose, or job).



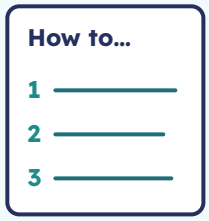
to entertain
a story or poem



to inform
give facts



to persuade
make you want to



to instruct
tell you how

Leo wants a class pet

1. **Who is it for?** Mrs Hill, the head teacher.
2. **What is its job?** To persuade her.
3. **What kind of writing?** A letter.
4. **Which words?** Polite ones.

Too chatty for a head teacher:

Hiya Mrs Hill! Get us a hamster!!

Just right:

Dear Mrs Hill, Please could our class have a hamster?

Flip's tip: chatty words like *Hiya* and *cool* are fine for a friend. For a grown-up you don't know well, use polite words like *Dear*, *please* and *thank you*.

Warm up: draw a ring round the best opening for each reader.

A letter to your new neighbour

Yo! What's up?

Dear Mrs Shah,

A note to your best friend

Hi Leo! Guess what?

Dear Sir or Madam,

Grown-ups: read Flip's words aloud. Both kinds of opening can be right: it depends on the reader.

Name _____ Date _____

2 Try it together a child and a grown-up, about 10 minutes



Writing detectives

You need: this sheet, a pencil and four bits of writing from home, such as a food packet, a leaflet, a storybook and a recipe.

1. Find four pieces of writing around your home.
2. For each one, ask: **Who is it for?** and **What is its job?**
3. Hunt for one **clue word** that shows the job, like *Try it!*, *Once upon a time* or *Step 1.*
4. Fill in the table. Jobs: **entertain** **inform** **persuade** **instruct**
5. Pick one. How would it change if it were for a baby, or for the head teacher? Say it aloud.

Piece of writing	Who is it for?	Its job	Clue word

Grown-ups: some writing has more than one job: a cereal box gives facts (inform) and wants you to buy it (persuade). Ask, "What is its main job?"

3 Practise

A. Draw a line from each piece of writing to its job.

a bedtime story ●	**a "Come to our cake sale!" poster** ●	**how to play a board game** ●	**a fact file about owls** ●
● to inform: give facts	● to entertain: make you smile or feel	● to instruct: tell you how	● to persuade: make you want to

Reader and purpose

Name _____ Date _____

B. Chatty or polite? Write **C** for chatty words (for a friend) or **P** for polite words (for a grown-up you don't know well).

See you later, mate! ☐	Thank you for visiting our school. ☐	That film was so cool! ☐
I am writing to ask about the library. ☐	Hiya Mia! ☐	Yours sincerely, ☐

C. Draw a ring round the best kind of writing for each job.

1. Say thank you to Gran for a present — a thank-you letter | a recipe | a poster
2. Get people to come to the school fair — a shopping list | a poster | a diary
3. Tell a friend how to fold a paper boat — instructions | a poem | a story
4. Remember what to buy at the shops — a fact file | a letter | a list

D. Leo wrote this to the head teacher. Write it again with polite words.

Oi! We want more playtime, yeah?

Challenge

Mia is writing a **fact file** about hedgehogs for her class. Is this the right kind of writing for a fact file? What is a fact file's job?

Mia's fact file

Hedgehogs are the BEST! You should totally get one. They're amazing!

I can… Tick when you can.

- ☐ say who writing is for
- ☐ say what its job is
- ☐ choose polite or chatty words