



Those who interpret a text.

Acknowledging the ways the author has indicated their intended audience.

FOCUS ELEMENT 4

FEL0719  
Identifying the purpose and intended audience of a text.

Consider:

- What audience might relate to this text?
- What type of language do they use?
- In what ways do authors sometimes disguise messages?
  - For example, consider fairytales as representations of moral dilemmas.

Intended audience:

A group of people for whom a text is designed/constructed.

Purpose:

The reason a text is constructed or created. There are three main purposes for texts: to persuade, to entertain and to inform.

Consolidate:

In what kind of text would you be most likely to find illustrations?

- a) Children's book
- b) Textbook
- c) Novel
- d) Book of poetry

Answer: a)

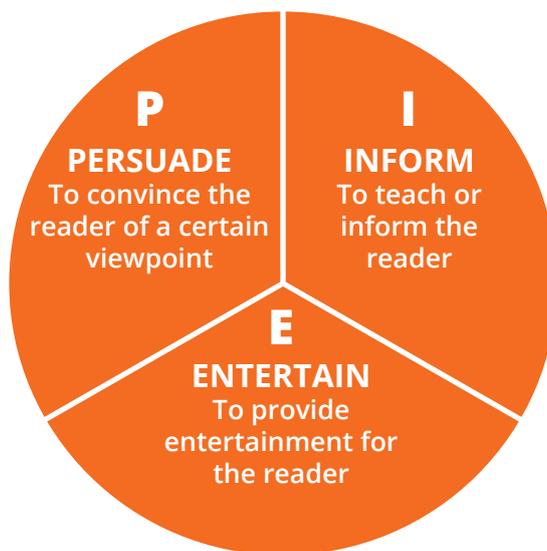
Activities

FOCUS ELEMENT 4

Knowing the purpose and intended audience of a text is important in order to understand the choices authors make in terms of language features, structures and techniques.

Why does an author write? It is as easy as PIE to remember.

AN AUTHOR WRITES TO:



1

In your workbooks draw a PIE. Add in the definition for each reason – persuade, inform and entertain. Choose two examples of text that fit in each part of the pie.



**2** In your workbook determine the audience, genre/type of text and the style of language you would use in each of the following scenarios.

1.  
Do you want to go to the skate park after school?



4.  
We are delighted to announce that we have found eight new planets in the 'Goldilocks' zone of stars.



2.  
The Arrow brand of chocolate eggs have been recalled due to incorrect labels.



5.  
Once a upon a time, in a far away land, there lived a sheep.



3.  
I am writing to request permission to hold a cake stall during recess to raise money.



6.  
For my birthday, I would like a movie ticket, a green shirt, morning tea with hot chips and a milkshake.



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**3** Who is the intended audience of the text provided below? What features of the text show you this?

Are you tired of feeling tired? Want to jump out of bed ready to face the day? Then call 1300 BEST SLEEP to find out how you can achieve the best sleep of your life.  
**ACT NOW** to change your life!



Brain Teaser

You can often see me surrounding a tree and I am the noise that annoys neighbours most. What am I?

Answer:  
Bark.

