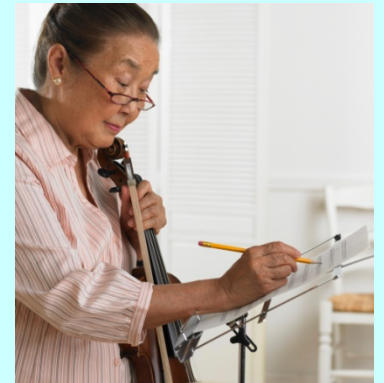


Bright Sparks



Writing: A Life Skill



Bright Sparks: Writing

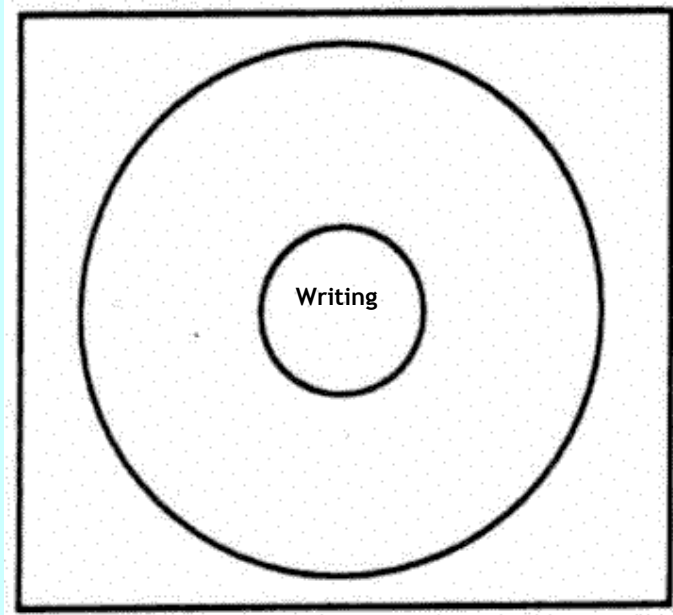
Objectives:

- To examine the importance of written communication skills



How can writing help me?

- Circle map why effective writing is important



How can writing help me?

- communicate clearly
- take and pass on messages
- read and understand a wide range of texts
- Write fluently, accurately, using accepted conventions of format, spelling, grammar and punctuation.
- To help me in all walks of life
- And there are more....

What do you write at the moment?

- Make a list of the things you have to write now in life.
- Put them into three categories like this:

Work	Study	Personal Life
		<i>Diary</i>

What writing do you find difficult or try to avoid?

Why do you think this is the case?

What do you think you will need to write

in the future
in everyday life
in further study
in work.

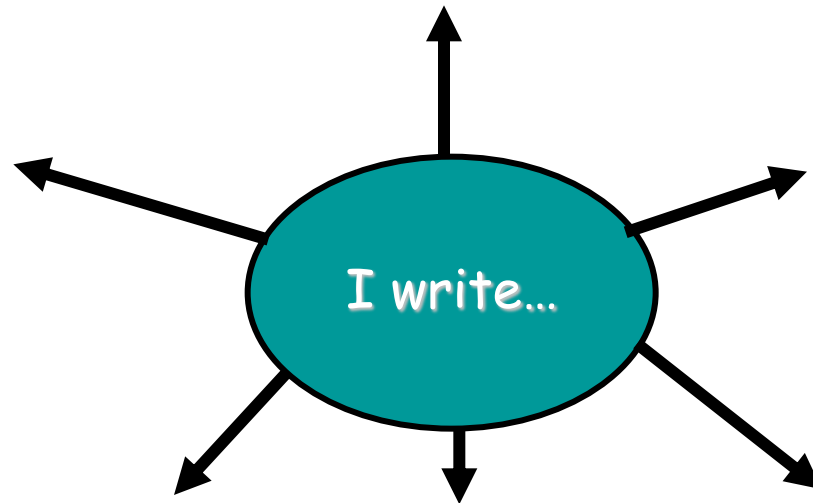


Extension work: describe the job or career you are aiming for and think about what you will need to write in the future.



My Writing

What do you write at the moment?

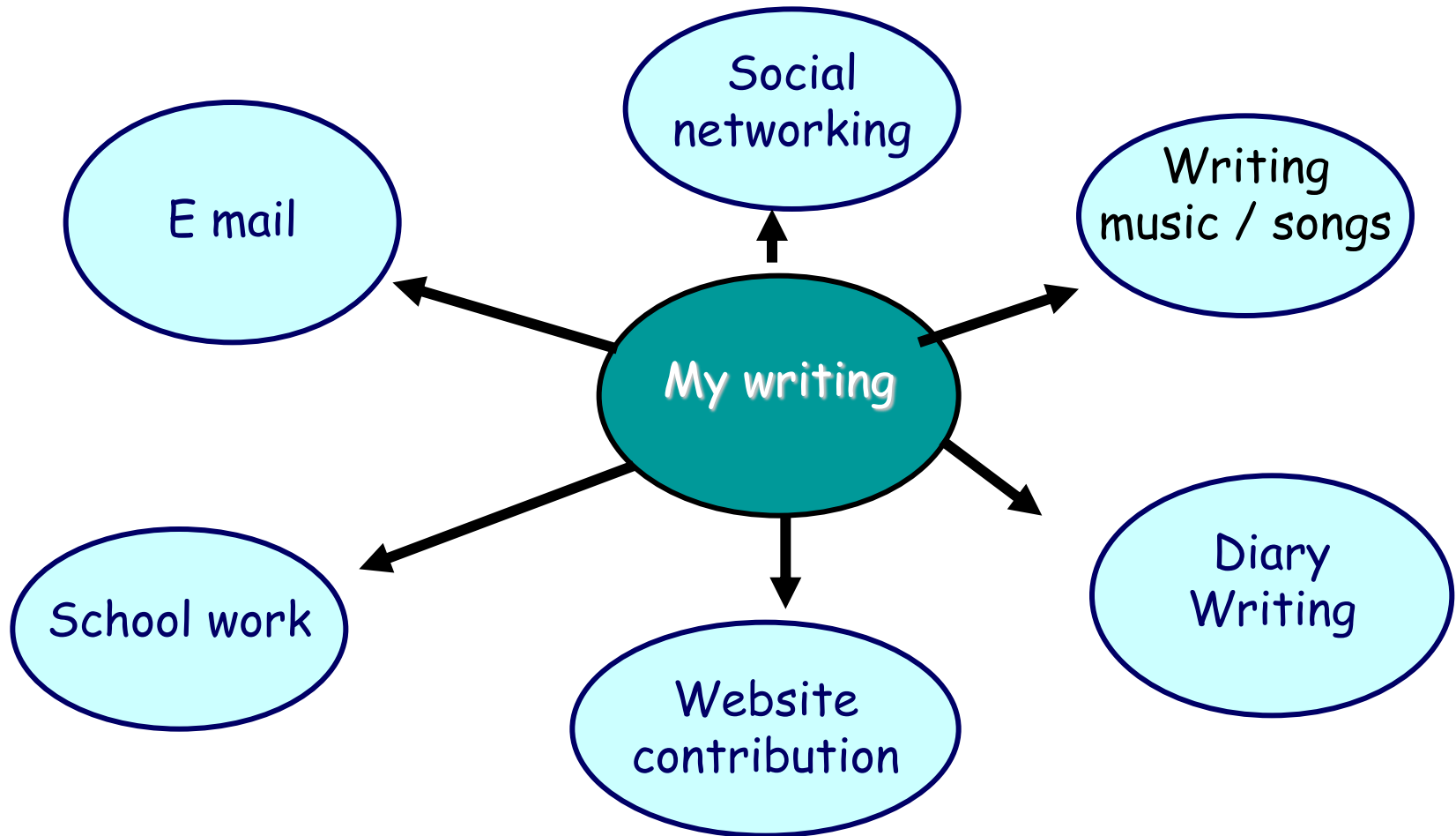


Write down as many ideas as you can. You could use some ideas from the following slide...



My Writing

We all write different things for work and leisure...



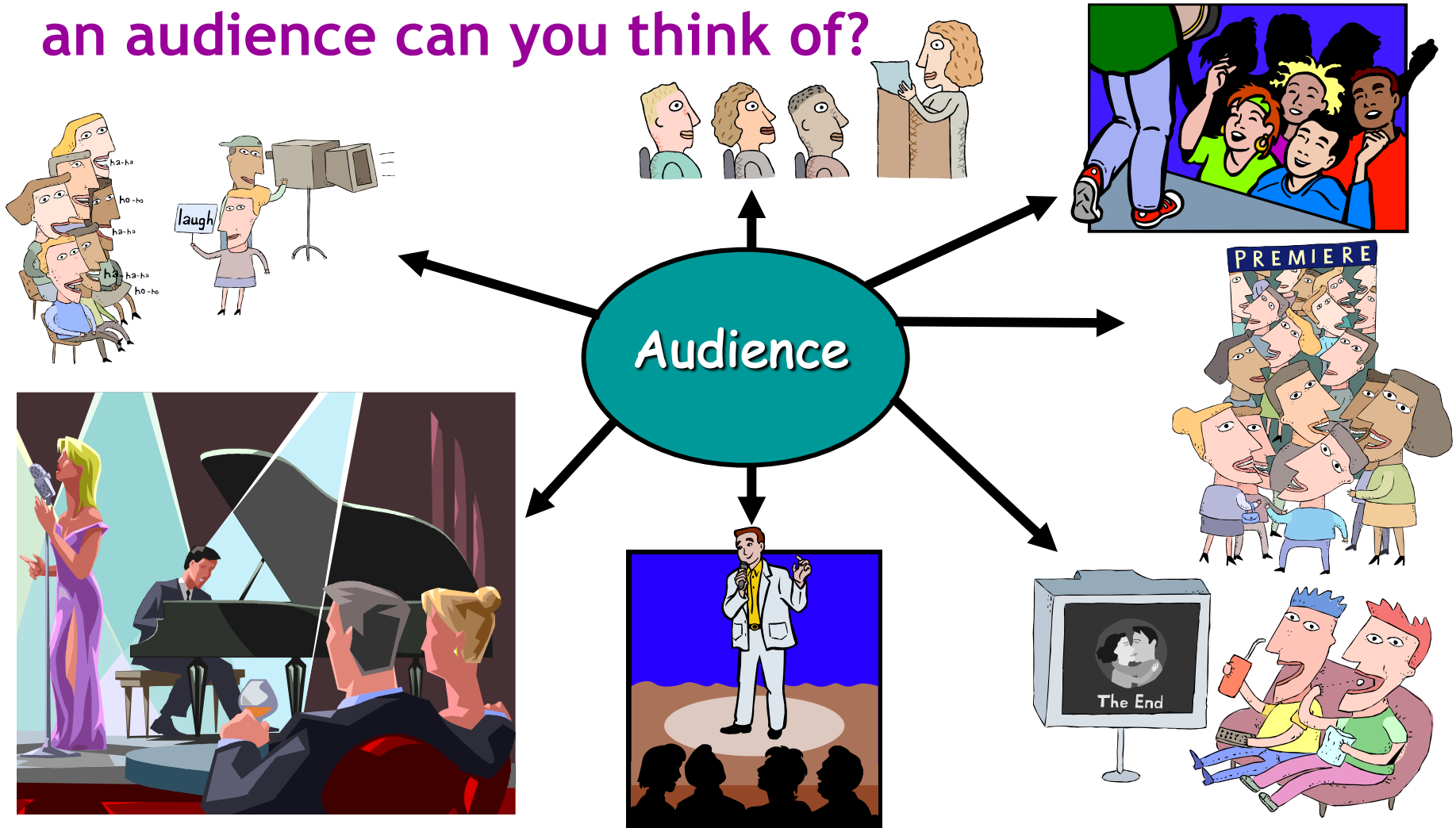
Audience

In everyday writing (and in later life) you will be required to write for a range of **purposes** and a variety of **audiences**.

In this lesson we will learn how the audience and purpose of a piece of writing will affect its layout, vocabulary and use of images.

What do we mean by Audience?

When you think of the word **audience** what images come to mind? How many examples of an audience can you think of?



How Audience Affects Writing

Before you begin any piece of writing you should consider the audience you are writing for very carefully.

The audience for a piece of written work is the intended **reader**. The intended reader may be a group of parents, a Year 3 Pupil or the Prime Minister; whatever the audience you will need to adjust your writing appropriately.



The Audience Affect

Look at the texts shown on the following slides.

Who do you think they are written for?

Are they specifically targeted at male, female, young, old (etc) readers?

Would they appeal to a 'specialist' readership?

How did you decide?

Port Homepage

athletics

World Results

UK Results

Calendar

Archive

Skills

Get Involved

-Z of Sports ▾

Related BBC sites

News

Weather

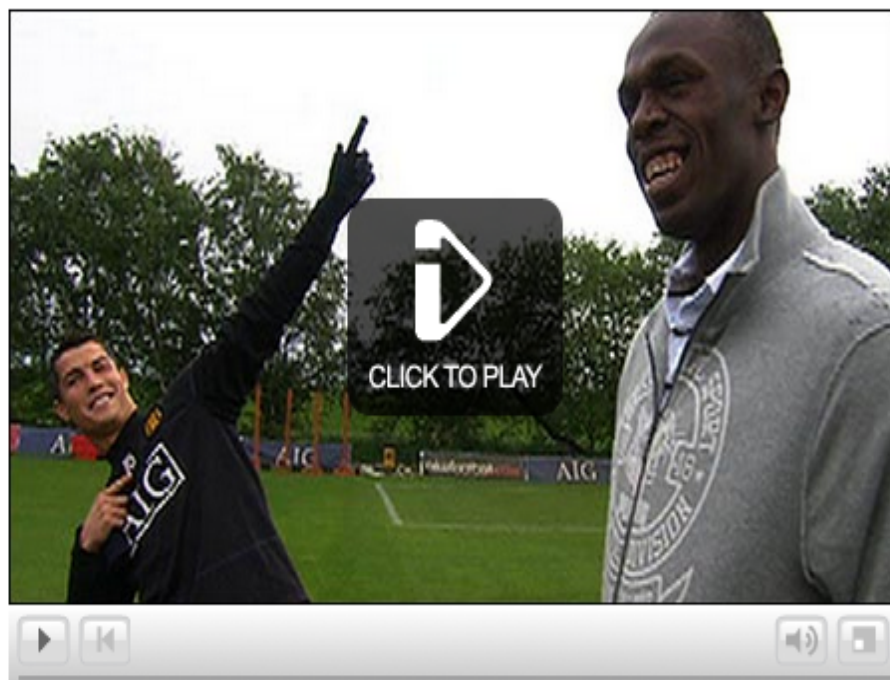
Sport Relief

Page last updated at 13:35 GMT, Sunday, 5 September 2010 14:35 UK

✉ E-mail this to a friend

🖨️ Printable version

Top sprinter Usain Bolt wants to be a footballer



Usain Bolt tells Ronaldo how to stay on his feet

Sprint king Usain Bolt has revealed that he wants to pursue a second sporting career as a footballer.

The 24-year-old first wants to set a 100m record of 9.4 seconds - a

LATEST FROM:

UK Athletics

- ▶ European Athletics Awards
- ▶ McCain Race Walking Challenge
- ▶ Libby Clegg

Updated: 13 Sep, 14:49 GMT

LATEST FROM:

International Association of Athletics Federations

- ▶ After satisfying season, Felix looking forward to Bahamian holiday - IAAF Online Diaries
- ▶ Kiplagat and Kiprop lead Kenyan squad for Nanning - IAAF / Sinopec World Half-Marathon Championships
- ▶ Hooker reflects on Continental Cup victory, and looks ahead to Commonwealth Games - IAAF Online Diaries
- ▶ Oliver cruises to 15th straight victory, Rodgers defeats Lemaitre as USA take Decanation title

REVIEWS

Gibson

Slash Appetite Les Paul

Fender

G-DEC 3
30W COMBO

PLUS

- JACKSON ELECTRICS
- ORANGE ROCKERVERB 50
- YAMAHA APX1200
- ELECTRO-ACOUSTIC
- FRET-KING VENTURA BASS

Guitar

& BASS MAGAZINE

David Gilmour

How Syd's replacement
made Pink Floyd his own

Dave Clark Five

Lenny Davidson
interview

Private
Collection
Over 30 vintage
Fenders featured

Coco Montoya
on John Mayall
& Albert King

**Duesenberg
52 Senior
review**

PLAY
LIKE

PETE QUAIFFE
Bass Workshop

BRIAN MAY
Guitar Workshop



Recall Date: 18/07/2010



Issue 230 • £1.60
**2weeks
REVEALED!**

Fortnight ending
20 August 2010

Britain's **No.1** soap fortnightly

whatsonTV.co.uk

Soaplife

Ryan & Janine wedding:

HERE COMES THE BRIDE!

(& Stacey
to stop
her)

PLUS!

DRUGGED UP!

Can
Shirley
save
Phil?

LOCKED UP!

Gail
jailed
for
Natasha
suicide

STITCHED UP!

Ryan
charged
with
Mark
murder

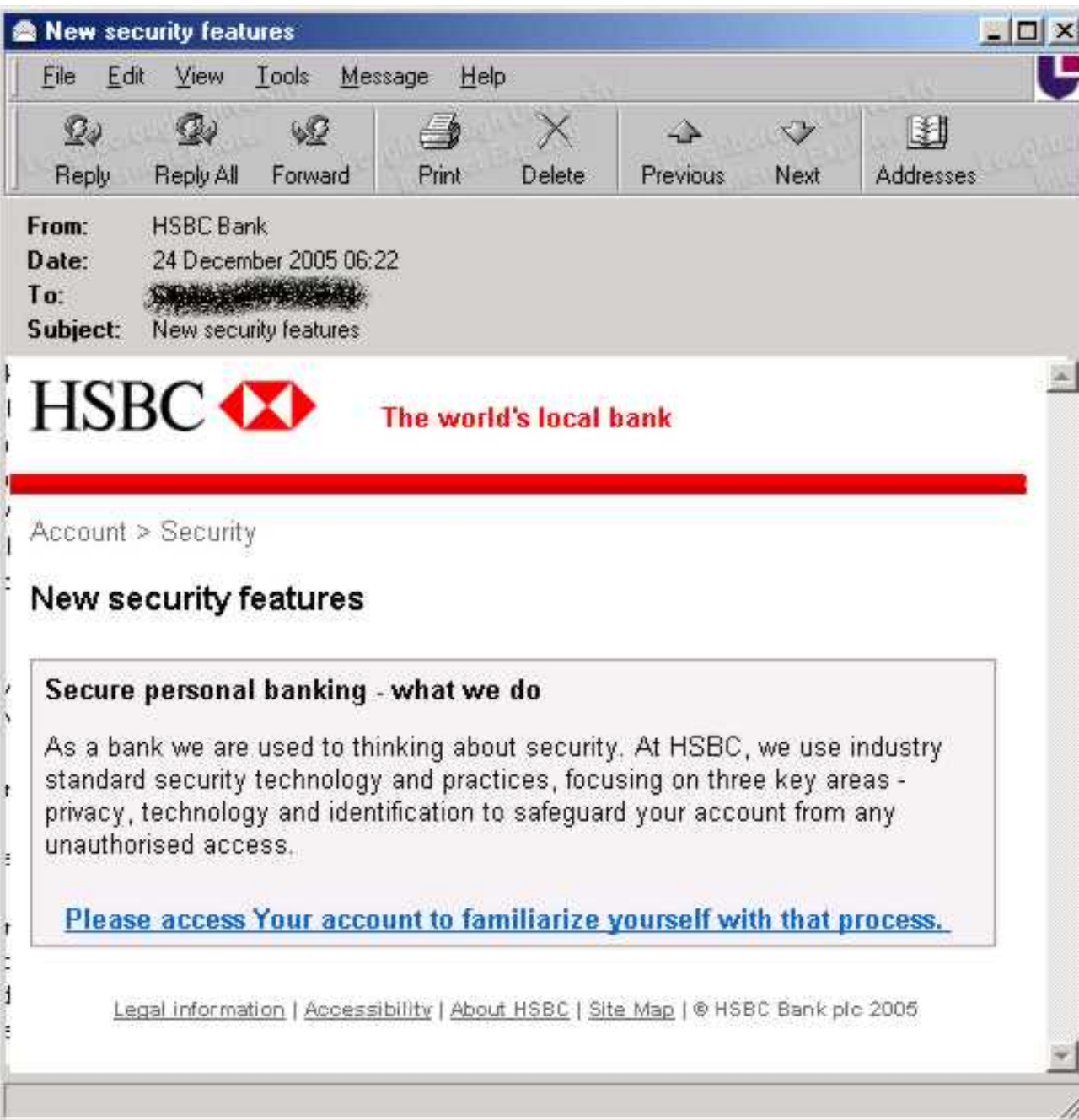


**Sam
baby
SECRET
OUT!**



**Peggy's
MASSIVE EXIT
She killed
Archie!?**





Writing for a Range of Audiences

Study the four texts. Look at the language, page layout and the use of images before completing the table below.

Text Title	Audience	Evidence

Feedback to the rest of the group. Discuss what you have written and how you came to a decision about the intended audience of each text.



How does the audience affect a piece of writing?

Check your understanding

Before you begin any piece of writing always be sure of your audience and their needs.

Think about:

- Who are the reader(s)? (eg customer, manager, teacher, public, friend)
- Why are they reading this?
- Do they already know something about the subject?
- How old are they?
- Are they male, female or both?
- What is their literacy level?