



Identifying the purpose of your writing

There are many different reasons for writing something. The **reason** you write is called the **purpose**. For example, the purpose of your writing could be:

- to write a note about your child for his or her school
- to complete a leave chart at work
- to write a review on a website
- to write a complaint about a train being delayed

The purpose of your writing affects:

- the **content** - the ideas and information you include
- the **format** - the layout of your writing
- the **style** - the language you use, including how formal or informal you are

Note that:

- **formal language** is used when writing an official document, such as a letter to a bank
- **informal language** is used when writing to family or friends, such as sending a postcard or a text

Example

You want to write a letter to a local business to accompany your completed job application form. The **purpose** of your letter is to apply for a job. The **audience** is the personnel department and managers at the company you are applying to. You've chosen to write a letter as this is what you think the company will expect: this is the **format** you are using. A letter format might include an introduction stating what you are applying for, a statement of your qualifications related to the job, and an ending outlining your future hopes.

You may want to include in your letter:

- how you found out about the job
- your relevant experience, skills and abilities
- a request for an interview



This is the **content** of your writing.

As you're writing to a company, the language will be formal. This is the **style** you will use.