



Identifying your audience

When planning your writing, think about **why** you're writing and **who** you're writing to. You may need to write to many different people. The person or organisation you're writing to is the **audience**. For example, you could be writing to:

- the bank manager requesting an overdraft
- the teacher at your child's school telling them why he or she has been off sick
- the staff at your workplace with an article for the staff newsletter

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.

Tips

- **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 writing a text message

Example

You're writing to the manager of your local supermarket. The manager is your **audience**. The **purpose** of your writing is to complain about the poor quality of their fruit. You will:

- List the reasons you're unhappy about the quality of their fruit. This is the **content**.
- Write a letter. This is the **format**. The letter format will include the reasons you're writing, a statement of the problem and what you want to happen as a result of your complaint.
- Use formal language as you are writing a letter of complaint to someone in business. This is the **style** you will use.

