

# The purpose and audience of imaginative, informative and persuasive texts

identify the purpose and audience of imaginative, informative and persuasive texts

## Learning intention

- identify the purpose and audience of imaginative, informative and persuasive texts

## Teach and model

- identifying the audience of advertisements and signs

## Check understanding

- Explain the main idea in the purpose and audience of imaginative, informative and persuasive texts using an example.
- Show the idea in a second way: with words, a model, a diagram or symbols.
- Apply the idea to a short unfamiliar situation and justify the result.

## Teaching cautions

- Ask the student to explain their choice, not only state an answer.
- Check that key vocabulary is understood in a new example.
- Mix representations so the skill is transferred rather than copied.

## Quick lesson sequence

- Connect to prior knowledge and introduce the key vocabulary.
- Model one clear example, then solve a second example together.
- Finish with an independent check and a short student explanation.