

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

identify the audience and purpose of imaginative, informative and persuasive texts through their use of language features and/or images

Learning intention

- identify the audience and purpose of imaginative, informative and persuasive texts through their use of language features and/or images

Teach and model

- identifying words, phrases and images intended to persuade listeners, viewers or readers
- identifying features of advertisements that target children
- identifying the purpose of an imaginative text; for example, identifying the purpose of a fable

Check understanding

- Explain the main idea in the audience and purpose 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.