



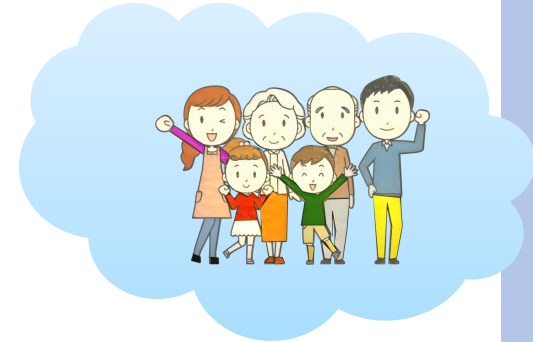
# Purpose of Writing

**EN2106 - Communication Skills I**

**Level I - Semester 2**

# Purpose of writing and audience

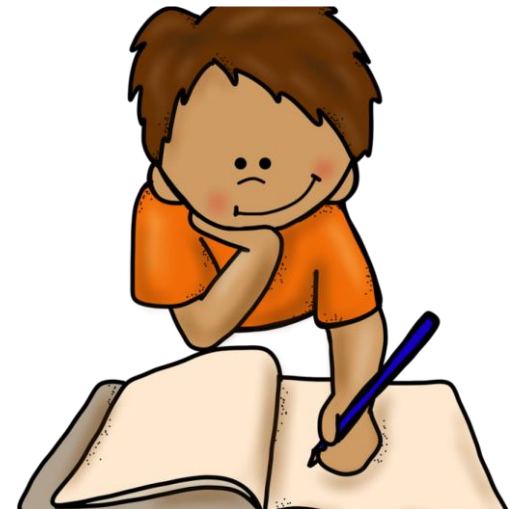
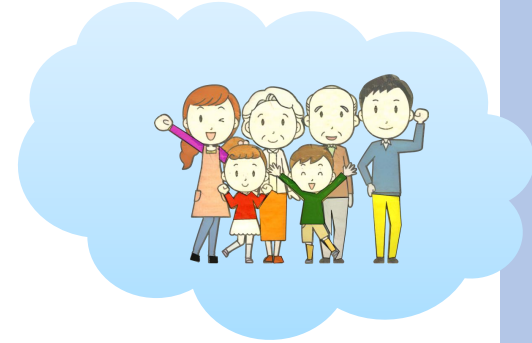
- ✓ Writers target their purpose and audience before and while they write.
- ✓ The purpose of your essay is the very reason you are writing the essay.
- ✓ The audience of your paper is those who will read your essay.



✓ It is important to understand the audience's needs before you start writing.

✓ The audience and the purpose act in two directions.

✓ The audience will influence the purpose whereas the purpose will influence the audience as well.



# Purpose of writing

The purpose could be either one or more of the following:

- ✓ **Convince**
- ✓ **Inform**
- ✓ **Instruct**
- ✓ **Analyze**
- ✓ **Review, etc.**

# Purpose of writing

- ✓ First, you need to identify your purpose
- ✓ Consider what you want to accomplish or achieve by your piece of writing
- ✓ Write down the ideas that fit your purpose
- ✓ Now make a set of consideration questions that bridge between your purpose and the audience



# Audience

## Consider who will be reading your work

The language and style of your work should cater to the expectations of the audience

## Respect your audience

Consider how you are going to put your point/s clearly into the minds of the members of your audience



# Example

## **Purpose:**

Convince the audience to buy an exercise machine

- ✓ Persuade
- ✓ Inform
- ✓ Analyze

## **Audience:**

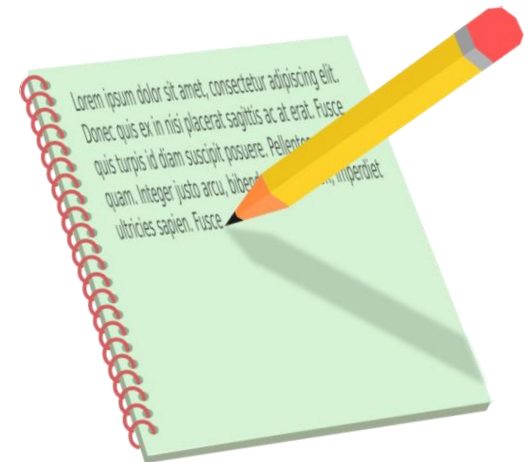
Middle aged and youth who are probably out of shape and can afford to buy the machine.

## **Considerations:**

What does this audience think about the machine? How can I best connect my argument to this audience's lifestyles? What will be this audience's major concerns about the machine? How can I address those concerns?

# Maintenance

- ✓ Maintaining larger works (thesis) could be relatively difficult
- ✓ One way of doing this is by checking the relationship between the beginning and the conclusion whether they relate to the same goals
- ✓ Once you finish your work, it is great if you could get somebody to go through it and evaluate





# Focus

**E.g.** A thesis is focused on a broader area

Broad Topic	Narrowed Topic	Focused Topic
Vegetarianism	Health questions regarding vegetarianism	Vegetarians are healthier than meat-eaters

# Revise...

- ✓ The author can begin revising her/his work once the draft has been completed.
- ✓ Edit the document to make it
  - more professional
  - efficiently match the purpose of the work
  - to suit the expectations of the audience
- ✓ If it is a thesis or a similar document, reconsider the thesis statement to see whether it is well focused or still broad.

# Revise...

✓ Revise the continuity and the logical flow of your work

- ❑ Re-read the introduction and the conclusion to see whether they both talk about the same thing or whether you have gone off-track
- ❑ Check for smooth transitions between paragraphs. A few words you may use for smooth transition are as follows;

- Therefore
- Although
- Moreover
- Accordingly
- Similarly
- Nevertheless
- Thus
- Hence, etc.

**THE END!**