



Session 2

Purpose and audience

Presented by *Fatima Fostok*

English Skills

Designed by *Bahaa Janbein*

Zoom Rules:

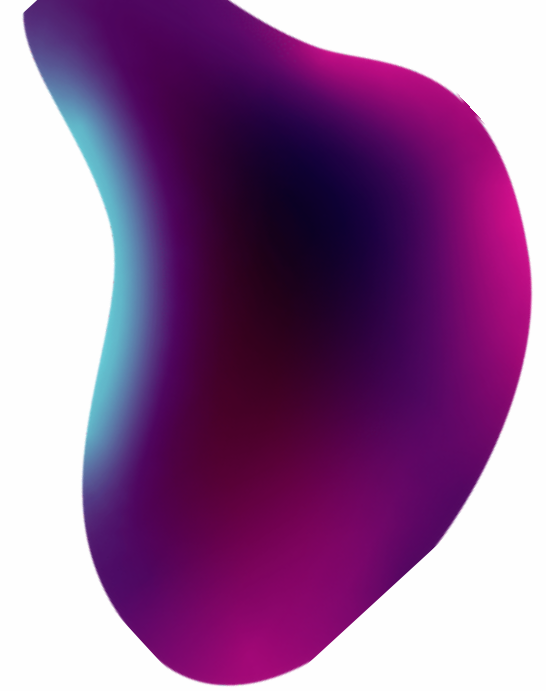


1- Please have your camera on if possible

2- Keep your self muted

3- Raise your hand to ask or answer

01 . PURPOSE



- Let's us know why does the writer write a certain piece of writing.
- To give information about something and how it's done
- To teach others a moral
- To convince others that his/her opinion is correct
- To entertain-to amuse and delight.

There are three common purposes



To inform

to give information about a subject.



To persuade

to convince the reader to agree with the author's point of view on a certain subject.



To entertain

to amuse and delight; to appeal to the reader's senses and imagination.

Activity 1:

identify the audience that might be interested to read the following

2. Despite the danger that climate change poses, the resources currently devoted to studying this problem-and combating it-are inconsequential compared with the trillions spent during the cold war. Twenty years from now, we may wonder how we could have miscalculated which threat represented the greater

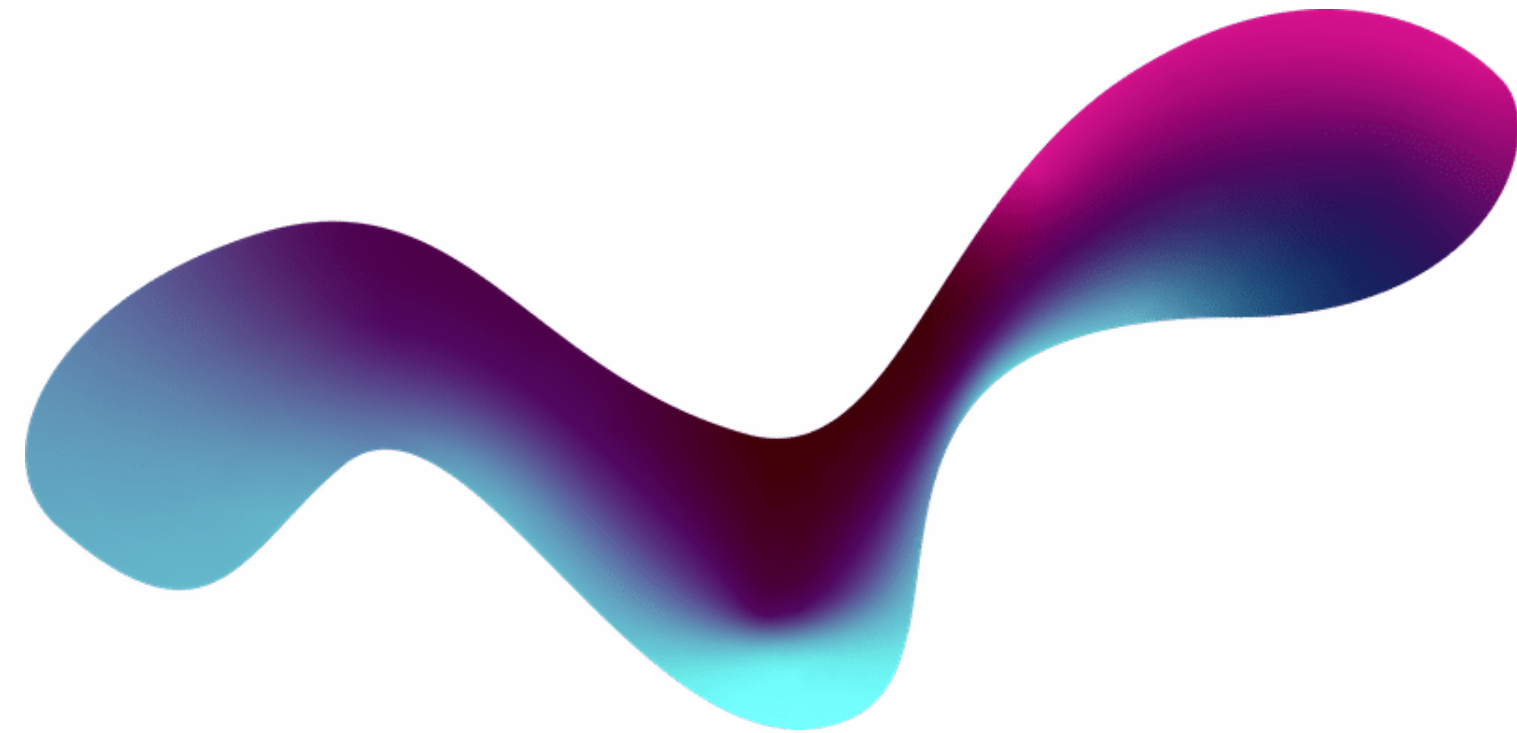
1. Large wars constitute severe shocks to the economies of participating countries. Wars generally impede economic development and prosperity.



02. AUDIENCE

audience refers to the readers who are interested in reading the selection.

Note that: the kind of audience determines the specific language that writers can use it





Types of audience

01 general audience:

they are people who read
anything in any time.

02 specific audience:

if the text about history, only
the historians and the students
who study history will read it.



Activity 2:

Identify the audience that might be interested to read the following.

1. Large wars constitute severe shocks to the economies of participating countries. Wars generally impede economic development and prosperity.
2. Despite the danger that climate change poses, the resources currently devoted to studying this problem- and combating it-are inconsequential compared with the trillions spent during the cold war. Twenty years from now, we may wonder how we could have miscalculated which threat represented the greater

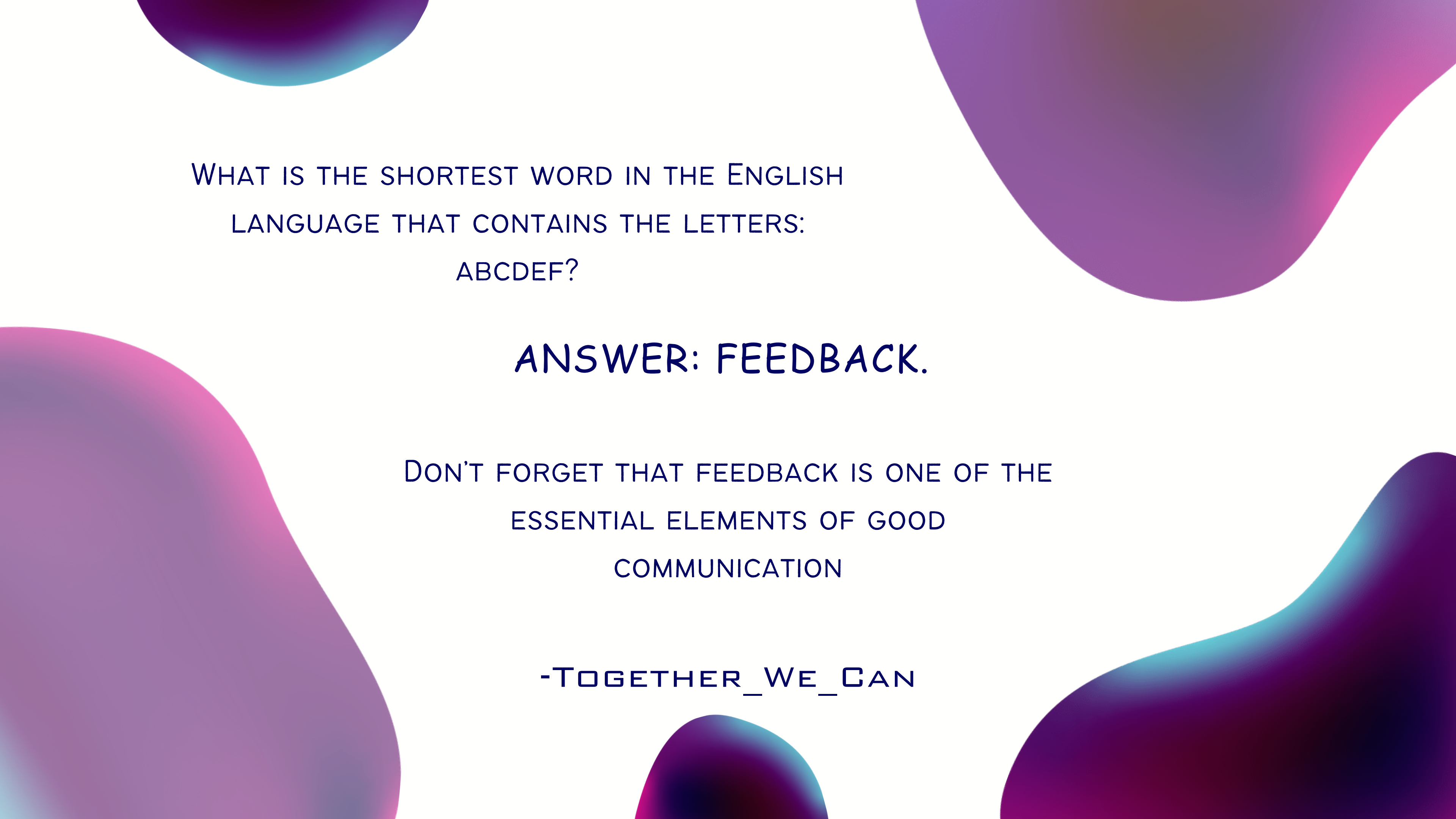
In specific audience we can not say:

teachers only, we have to say
teacher who teaches...

Doctors only, we have to say
doctors who specialize in ...

Any Questions?





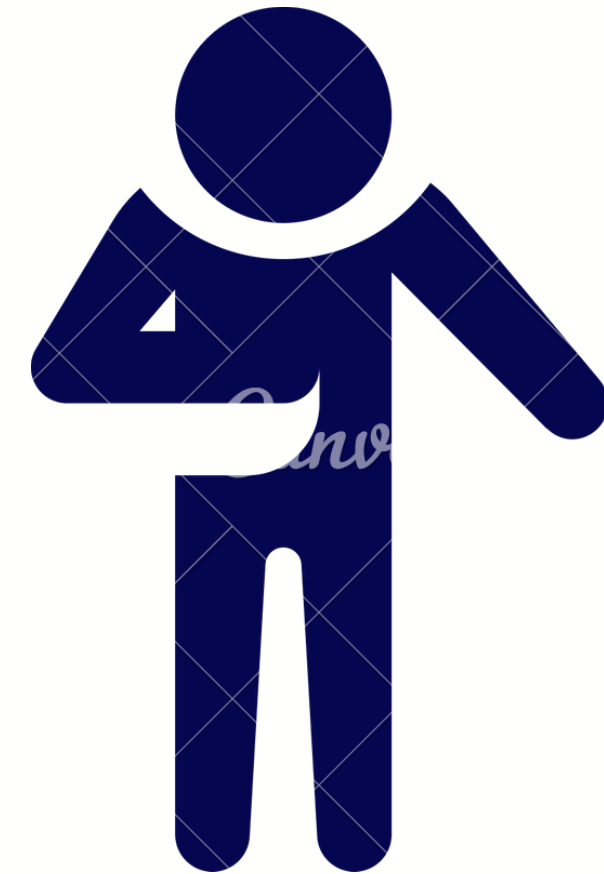
WHAT IS THE SHORTEST WORD IN THE ENGLISH
LANGUAGE THAT CONTAINS THE LETTERS:
ABCDEF?

ANSWER: FEEDBACK.

DON'T FORGET THAT FEEDBACK IS ONE OF THE
ESSENTIAL ELEMENTS OF GOOD
COMMUNICATION

-TOGETHER_WE_CAN

*Thank
You*



@wecanttogether + 