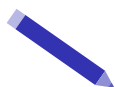


Writing: Purpose, Audience & Accuracy

IGCSE English • Topic 2

IGCSE English



Writing: Purpose, Audience & Accuracy

What we will cover

- 1 Purpose & audience
- 2 Formal vs informal register
- 3 Planning & paragraphs
- 4 Linking words
- 5 Accuracy & checking



1 Purpose and register

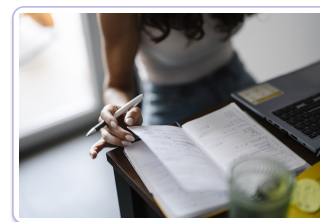
Writing: Purpose, Audience & Accuracy

└ Purpose and register

Purpose and audience

- **purpose** 目的: why am I writing?
- **audience** 读者: who will read it?

Purpose and audience choose the **register** 语域 – formal or informal.



Plan purpose and audience before you write

Writing: Purpose, Audience & Accuracy

└ Purpose and register

Formal vs informal register

informal 非正式

for a friend: short forms
(I'm, don't) & friendly words

formal 正式

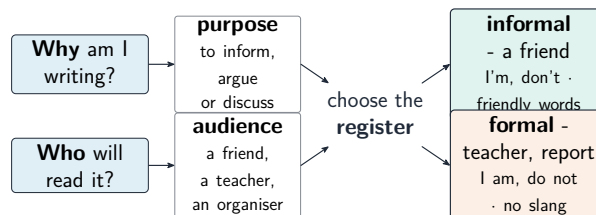
for a teacher/report: full forms
(I am, do not), no **slang** 俚语

Register 语域 is how formal your language is – match it to the audience.

Writing: Purpose, Audience & Accuracy

└ Purpose and register

Formal vs informal register, in detail

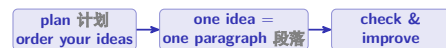


Purpose and audience together decide how formal your writing should be

2 Organising

Writing: Purpose, Audience & Accuracy
└ Organising

Planning and paragraphs



A one-minute plan stops you forgetting a point or repeating yourself.

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└ Organising

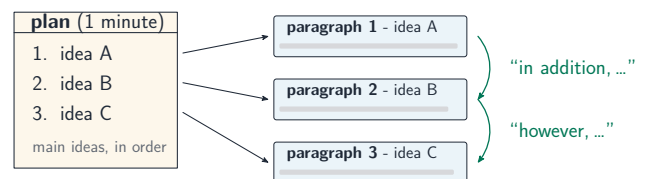
Linking words



Linking words 衔接词 join your ideas smoothly so the writing flows.

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└ Organising

Linking words, in detail



A one-minute plan becomes your paragraphs: one idea each, joined by linking words

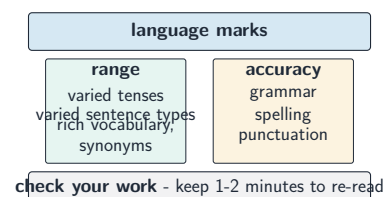
Writing: Purpose, Audience & Accuracy
└ Organising

Accuracy and checking



Writing: Purpose, Audience & Accuracy
└ Organising

Accuracy: grammar, vocabulary and checking



Language marks rest on two pillars: range and accuracy

Writing: Purpose, Audience & Accuracy
└ Organising

Organising ideas, and the last two minutes

good writing

is not just correct – it is **easy to follow**

one idea per paragraph

and a first sentence that says what the paragraph is about

a plan first

three or four points in order, before any sentence is written

link the paragraphs

so the reader is told how each one relates to the last

then check

look for **small mistakes you can fix quickly** – **checking can save several marks**

what to check

verb endings, plurals, capital letters, full stops, and the spelling of words in the question

Leave two minutes for checking, every time. It is the highest-value two minutes in the paper because the errors it finds are the easiest to fix.

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└ Organising

Be accurate

- Check your **grammar** 语法, **spelling** 拼写 and **punctuation** 标点.
- Common errors are subject-verb agreement, verb tenses, and missing capital letters.

Writing: Purpose, Audience & Accuracy
└ Organising

Exam tips

- Before you write, say your job in one line: "an informal email to a friend, to invite him to a picnic".
- Cover every content point in the task. Examiners tick each point; a missing one costs marks at once.
- Learn what 120 to 160 words of your handwriting looks like, so you never count in the exam.
- Save the last five minutes to check your usual errors: verb -s, past forms, a / an / the.
- A short correct sentence beats a long broken one every time.

3

Recap

Writing: Purpose, Audience & Accuracy
└ Recap

Worked example – getting the register right

Improve this line from a letter to a head teacher: "Hi! Your school rules are kind of annoying, plz change them."

- Wrong **register** 语域: "Hi", "kind of", "plz" are **informal** – the reader is a stranger.
- It is also **rude** and gives **no reason** – no head teacher would act on it.
- "Dear Sir or Madam, I am writing to suggest a change to the uniform rule, as many students find it impractical in hot weather."

Formal = full words, no slang, and a **reason** for every request. Ask **who** will read it before you write a word – register is the easiest way to lose, or win, marks.

Writing: Purpose, Audience & Accuracy
└ Recap

Topic 2 – key takeaways

1

Before writing

know your purpose & audience

2

Register

informal for friends, formal for reports

3

Organise

plan, one idea per paragraph, link ideas

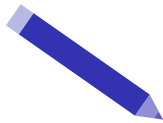
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Accuracy

show range, then check carefully

Check yourself

- 1 What two questions should you ask before writing?
- 2 Which register suits a letter to a teacher?
- 3 How many main ideas go in one paragraph?
- 4 Name a linking word that shows a result.



Answers 1. why & for whom 2. formal 3. one 4. so / therefore / as a result