

Writing to inform, explain and describe

	Inform Telling things the way they are	Explain Explain how something works and what's involved	Describe Making something come to life for the reader
When you might use it	<ul style="list-style-type: none"> ✚ Leaflets ✚ Reports ✚ Eye-witness accounts ✚ Prospectuses 	<ul style="list-style-type: none"> ✚ Summaries ✚ Reports ✚ Encyclopaedia entry 	<ul style="list-style-type: none"> ✚ Narratives (e.g. stories) ✚ Autobiographies
What style of writing to use	<ul style="list-style-type: none"> ✚ Use vocabulary specific to the topic ✚ Use causal connectives, because, therefore etc. ✚ Use the present tense ✚ Keep it formal ✚ Use the third person ✚ Use a mix of the active and passive voice ✚ Use simple and compound sentences ✚ Use clear topic sentences 	<ul style="list-style-type: none"> ✚ Use connectives to indicate sequence, cause and effect and comparison ✚ Use vocabulary specific to the topic ✚ Remain impersonal ✚ Use mostly nouns and verbs ✚ Use the third person ✚ Use the appropriate tense ✚ Usually use the active voice 	<ul style="list-style-type: none"> ✚ Use plenty of adjectives ✚ Use adverbs to create effect ✚ Vary sentence lengths ✚ Choose appropriate person and tense ✚ Use figurative language (similes, metaphors, personification etc.) to help you describe
How you might structure it	<ul style="list-style-type: none"> ✚ Different fonts ✚ Bullet points ✚ Headings and subheadings ✚ Tables / Text boxes ✚ Diagrams ✚ Paragraphs likely to be organised by topic e.g. habitat, breeding habits <p>Example task: your school is holding a summer fête; write to parents informing them of the events...</p> <p><i>Dear Parents</i> <i>Because of the great success of last year's event, the school is again holding a summer fête.</i> <i>This year, we intend to use the cricket field to host the event and below, I list some of the ideas we have for individual activities.</i></p> <ul style="list-style-type: none"> • Coconut shy • Tombola 	<ul style="list-style-type: none"> ✚ Diagrams and illustrations ✚ Paragraphs open with a general statement followed by evidence ✚ Sequential / logical order <p>Example task: you have been asked to write an entry for a computer guide for old people who have never used a computer before...</p> <p><i>The computer is an extremely useful tool: it can be used to word process letters, keep track of finances and email friends and relatives.</i> <i>One of the pieces of software used the most is the word processor. This allows the user to type, edit and adapt work for many purposes. The most popular software is Microsoft Word. To open this, click on the start button</i></p>	<ul style="list-style-type: none"> ✚ Likely to appeal to the reader's senses - so use your own to plan your writing <p>Example task: write about the atmosphere at a football stadium for someone who has never been to a match</p> <p><i>On a match day, the town changes completely. Firstly, it is full of lost strangers. Secondly, the atmosphere becomes electric and finally, all talk is drowned by the noise when the stadium erupts after a goal.</i> <i>It all begins with the walk to the match. The car park is full of vehicles with scarves, badges and statements like, "I ♥ the Baggies". Everywhere is a rainbow of colour.</i> <i>The smell of hot dogs drifts over the roads that all seem to lead to the ground. The yell of, "Programmes" echoes around while small boys hold excitedly onto their dads' hands, fingers chilled in the biting, frosty air.</i></p>