

Writing: purpose, audience and accuracy

IGCSE English

Purpose, audience and register

Before you write, ask two questions: why am I writing, and who will read it?

Know your purpose

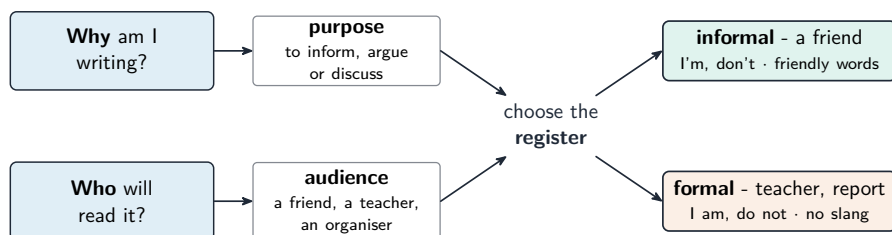
- Every writing task has a **purpose** 目的: to inform 告知, to argue 论证, or to discuss 讨论.
- The purpose decides what you write and how you write it.
- The task tells you the purpose. Read it carefully and underline it.

Know your audience

- The **audience** 读者 is the person who will read your writing — a friend, a teacher, or an event organiser.
- Write in a way that suits them. You write to a friend in a different way from a teacher.

Choose the right register

- **Register** 语域 means how formal 正式 or informal 非正式 your language is.
- Use informal language for a friend: short forms (I'm, don't) and friendly words.
- Use formal language for a teacher or a report: full forms (I am, do not) and polite words. No slang 俚语.



Purpose and audience together decide how formal your writing should be



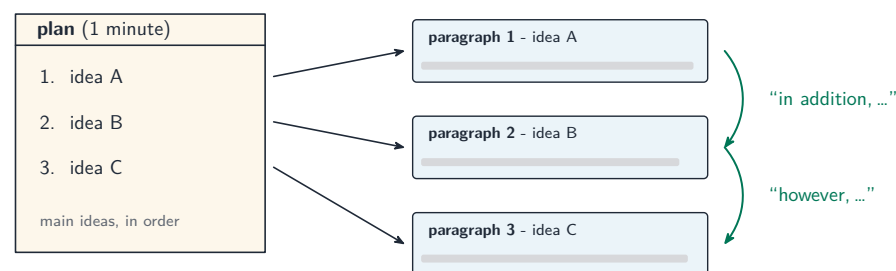
Writing at a desk: decide purpose and audience before you organise ideas on the page

Organising your ideas

Good writing is not just correct. It is also easy to follow.

Plan before you write

- Spend one minute on a **plan** 计划. Write down your main ideas and put them in order.
- A plan stops you from forgetting a point or repeating yourself.



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

Use paragraphs

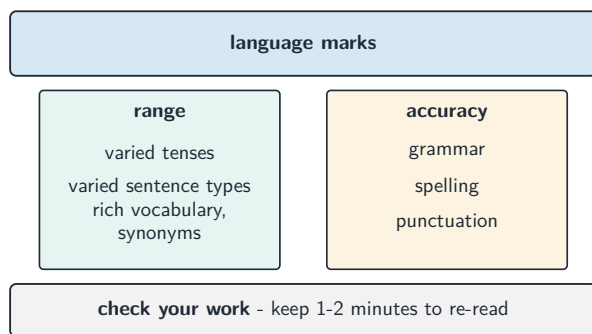
- Put each main idea in its own **paragraph** 段落.
- Start a new paragraph for a new idea. This makes your writing clear.

Link your ideas

- Use **linking words** 衔接词 to join your ideas smoothly.
- For adding: in addition, also, as well as. For contrast: however, but, although. For results: so, therefore, as a result.

Accuracy: grammar, vocabulary and checking

Language marks come from **range** 多样性 and **accuracy** 准确性.



Language marks rest on two pillars: range and accuracy

Show a range

- Use different **tenses** 时态 and sentence types. Do not write every sentence the same way.
- Use a range of **vocabulary** 词汇. Choose a better word than the easy one, and use **synonyms** 同义词 to avoid repeating yourself.

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.

Check your work

- Leave one or two minutes to read your work again.
- Look for small mistakes you can fix quickly. Checking can save several marks.

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.