Writing to Inform

Audience	Purpose	Examples	Typical Structure	Typical Language Features
Someone who wants to know about something in detail.	To present information that is easy to find and understand. Used to record factual information.	Reference book Chronology of events Newspaper article BBC news report	Headings and sub-headings used to sort information clearly. Tables, diagrams, illustrations add information and break up the text. Bullet points to guide readers through.	Clear factual style which does not include opinions. Present tense is used. Sentences tend to be short, for clarity. Key words are used. Quantity All, some, most, few, many, the majority of Cause and Effect Consequently, as a result, because of, therefore, until, whenever, depending upon Comparison Equally, similarly, compared with Contrast But, however, alternatively, oppositely to, in contrast.