

PALS

Purpose

WHY?

What do I want to achieve through my writing?

'Purpose'

The reason for which something is done or created or for which something exists.

Synonyms: motive, motivation, grounds, cause, impetus, occasion, reason, point, bias, justification

Entertain, persuade, inform, report, respond to literature, recount, instruct, describe

Audience

WHO?

Who am I writing for?

What assumptions can we make about the reader?

What knowledge do they need to have to understand the content?

Language

WHAT type of words do I need to use to achieve my purpose and reach my audience?

- Level of appropriateness - formal/informal register
- Technical language
- Language choices that are made
- Punctuation choices that are made

Structure

WHAT structure do I need to use to achieve my purpose and reach my audience?

- Text type features
- Sequencing of ideas
- Paragraphing and sentence structure
- Continuous and non-continuous text

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