

WRITING TO... **INFORM** and **EXPLAIN**

TOP TIPS



Always consider your **AUDIENCE** and **PURPOSE** - use this as a guide for the tone and complexity of your writing.



The **AUDIENCE** could be old, young, an amateur, an expert etc. and this affects your written **STYLE** (funny, formal, simple, complex etc.)



Use **FACTS** and **EXAMPLES** to help the reader understand your point.



STRUCTURE your writing to make your meaning clear. This could be **CHRONOLOGICALLY**, **SEQUENTIALLY** or broken down into **CATEGORIES**.



Asking **QUESTIONS** and then answering them is a useful way of organising your writing.



Vary **SENTENCE LENGTH** and use **PARAGRAPHS** and **PUNCTUATION** accurately to make your writing clear.



BULLET POINTS and **NUMBERED LISTS** can help to organise your writing.



DIRECT ADDRESS (you, your) helps to make writing personal and helps the reader engage.



IMPERATIVE VERBS give your writing an authoritative tone.



Consider **LAYOUT**... should your writing be broken down into sections or columns? Could headlines, subheadings, pictures or diagrams help?



Use **CONNECTIVES** (next, secondly, furthermore, finally, consequently etc.) to help sequence ideas and clarify meaning.



Always **PLAN** your work - it's more effective if it has a clear beginning, middle and conclusion.