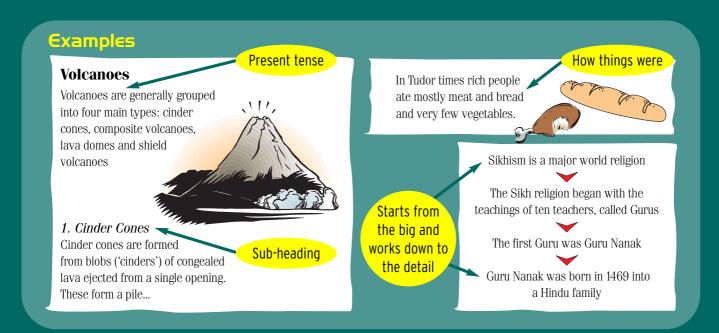
INFORMATION

found in information books/encyclopaedias and web-sites,

- tells us how things are, or how things were
- deals with facts, not opinions
- organises facts into categories
- is clearly written in fairly simple sentences

- uses paragraphs and sub-headings
- uses technical terms
- uses the present tense: is, are (except for events in history)
- starts from the big and general and works down to the detailed and particular



Useful connectives

[Cause] as a result; consequently; since; as long as; whenever; because; as; therefore; eventually [Compare/Contrast] in the same way; compared with; similarly; but; however; despite this; apart from; yet; nevertheless; instead



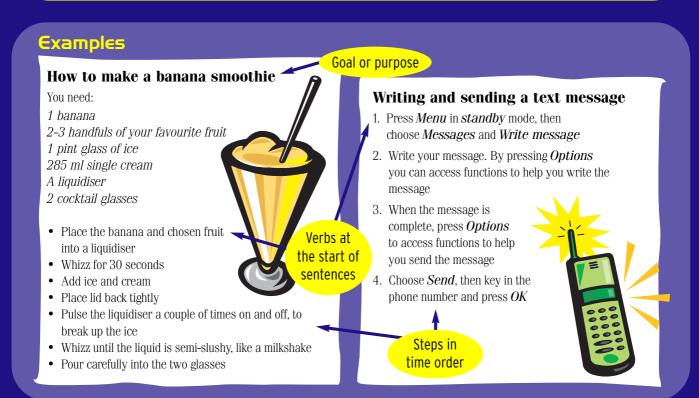


INSTRUCTIONS

found in recipes, leaflets, manuals, text-books

- tells us how to do things
- starts with the goal or purpose
- gives a list of things needed
- sets out steps in time order
- · uses bullet points or numbers

- often uses one sentence for each step
- often starts each step with a verb:
 Place, Add, Pour
- uses adverbs to make things clearer: tightly, carefully
- sometimes uses diagrams or pictures



Useful connectives

[Time/Sequence] first; then; before; next; gradually; meanwhile; once; after; when; while; finally [Add] and; as well as; also; too; again; in addition





EXPLANATION

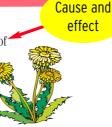
found in text-books, guides and manuals, history books

- tells us how or why something happens
- uses paragraphs to give different reasons or different steps in the process
- uses the present tense: is, are (except for events in history)
- uses an impersonal style

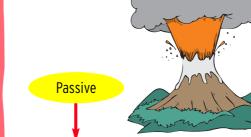
- uses passives: are destroyed, is formed
- focuses on cause and effect
- uses technical words terms and say what they mean
- sometimes has diagrams

Examples

The seeds of any weeds in the compost are destroyed because of the high temperatures which develop as the materials decompose.



A lever is a bar that pivots, or turns, against a point known as the fulcrum to lift a load. Levers help make work easier by reducing the force needed to move a load over a distance.



Volcanoes are formed when magma inside the Earth's upper mantle works its way to the surface. At the surface it erupts to form lava flows and ash deposits. Once lava and/or ash is piled up around the vent a young volcano is formed

Useful connectives

[Time] first; then; next; gradually; meanwhile; once; after; when; while; finally [Cause] because; therefore; as a result; so; by; consequently [Compare] on the other hand; although; however; compared with; unlike [Add] and; as well as; also; in addition; what is more





DISCUSSION

found in non-fiction books, school essays, answers to exam questions

- presents arguments from different points of view
- starts each paragraph with a topic sentence stating the argument and gives facts/examples to support it
- uses the present tense: It is clear that...
- uses impersonal language: There are many arguments for instead of: I am going to argue
- may use sub-headings

Examples



There are many arguments for and against building a supermarket on Penvale Common.

The issue

Economic Impact:

Shops near the common might close because they cannot compete with the low prices of food in the supermarket...

Different points of view

On the other hand, if the supermarket is built, people from the smaller villages would be better off in a number of ways. They would not have to travel such long distances to do their shopping. They would also pay less money for their food. Finally there would be 50 new full-time and 50 part-time jobs at the supermarket which would therefore benefit the community, especially young mothers who would like to work part-

Topic sentence

Overall, from the economic point of view, there seem to be strong arguments in favour of building the supermarket.

Conclusion

Useful connectives

however; therefore; as a result; because; despite this; although; apart from; yet; compared with; also; since; nevertheless; some people say; on the other hand; possibly; finally; in conclusion; overall





PERSUASION

found in leaflets, posters, speeches, newspaper editorials and letters, advertisements

- puts the case for one point of view
- often starts by stating the point of view
- gives arguments to support
- may use different fonts and pictures to get attention
- uses persuasive tricks such as shock tactics, humour, repetition, questions to the reader

- uses persuader words (surely, clearly)
- uses 'strong' words (corrupt; underhand; outstanding)
- mostly uses the present tense
- uses a mixture of long and short sentences

Examples

Council Condemns Common

The Council has agreed a plan to build a supermarket and petrol station on Penvale Common, totally destroying a local beauty spot. This outrageous plan must be stopped.

Residents of Penvale and of neighbouring villages regularly walk and picnic on the common enjoying the peace and natural surroundings.

What is more important – people or profit?

Clearly, this question points at what is wrong with local government in this area – it is sly, underhand and corrupt! Surely, no sensible person could want to see an area of outstanding natural beauty turned into a petrol station!

Point of view

Supporting point of view

Question to the reader

Strong concluding statement

Useful connectives

Clearly; surely; obviously; unfortunately; naturally; not only; in particular; above all; especially; as a result; of course; because; it seems likely; in other words; as shown by; in my view/opinion



