

Obj 4

Identify the audience for and purpose of the writing selecting the appropriate form.

Identify one section from your pamphlet...

Now adapt it to suit a completely different audience.

This time, the language should be **formal** with the purpose of informing the public about Suez. The audience is adults who are looking to discover a new holiday destination. You do NOT need to use any persuasive language!

Instead of:

Why not rest your tired head on our luxurious pillows? You'll love it! Our bedding is top quality too.

Try:

At the end of a long day of non stop activity, lay your head on our duck feather, plump pillows. Relax on our crisp Egyptian cotton sheets which are cleaned and pressed daily.

Instead of:

Do you like to try new food? Then Suez is the place to be.

Try:

Suez food is characterized by dishes using a mixture of green lentils; locally produced roasted vegetables and cooked fava beans. Recipes handed down from previous generations have been lovingly improved to raise the already culinary level of excellence.