

1. There are many different types of text, and endless examples of each type. There are some concepts, however, that will help us understand how all texts work. These concepts remind us to think about who is producing the text, why it is being produced, how and where it will be received and who is expected to receive it. These concepts are *audience*, *purpose* and *mode*.

Together, audience, purpose and mode can be thought of as the *context* in which the text occurs.

Audience

Who is the text produced for? Who is going to read, hear, see the text? How can we describe this audience/these audiences? (Sometimes the audience is referred to as the receiver, or responder.) What is the relationship between the producer and the audience? For example, are they: teacher/student, government/citizen, seller/buyer, legal expert/non-expert and so on? What is the power relationship between the producer and the audience? Do they know each other personally?

Purpose

Why is the text being produced? What does the producer of the text want to happen as a result of the text? What do they want the audience to do or feel? Is the text predominantly giving information, or asking for information? Is it offering to do something or requesting others to do something?

Mode

What mode is being used for the communication? Is it face to face, newspaper, telephone, email? Is it a public speech, a radio report, a scribbled note? And is the language more casual or more formal? Is it more concrete or more abstract?

The answers to all of these questions will shape the language used in the text.



2. FILL IN the table

Text	Mode	Purpose	Audience
1 Ad for an internet service provider			Young adults
2 Letter from tenant, because an electric stove element has stopped working	Formal, written		
3		To create a sense of freedom and independence	Young adults
4		To increase opera ticket sales	Business people
5 Mobile phone contracts			
6 You bought a used car from a neighbour and a week later the gearbox needs replacing			

