



Unit: 4.4

Writing for Different Audiences

Key Learning

- To explore how font size and style can affect the impact of a text.
- To use a simulated scenario to produce a news report.
- To use a simulated scenario to write for a community campaign.

Key Resources

**purple
mash**



2Publish Plus



2Simulate

Key Images



Text Toolbar. Click here to format your text.

Key Vocabulary

Campaign

An organised course of action to achieve a goal.

Format

The way in which something is arranged or set out.

Font

A set of type which shows words and numbers in a particular style and size.

Genre

The style or category type of a piece of art, music or writing.

Opinion

A view or judgment someone forms about something, not always based on fact.

Reporter

A person who reports news or conducts interviews for the press or broadcasting media.

Viewpoint

The way someone sees or thinks about something.

Key Questions

Why should I change the font when I am writing?

Changing the appearance of the font can help make things easier to read and highlight important parts of the text.