You work for Sainsbury’s

, and you are writing a letter to your workers on the till about Christmas overtime arrangements. Write it on a separate piece of paper to this one.

* What do you want/expect them to think about you and your influence over them as they read it? Who is the ideal reader of this text for you (their attitude to their job, to supermarkets, to the whole idea of consumerism)?
* What language features do you find yourself using? List three (Lexis and semantics, grammar, pragmatics)

Once you have it back identify these things about this text:-

1. Was the power used here political, personal or social (see Wareing 1999)
2. Is it instrumental or influential?
3. What is the difference between the ideology of the writer of this text

You are campaigning for the Haiti earthquake appeal. Draft the text for an advertisement for The Daily Mail in which you are trying to get money for the survivors. Write it on a separate piece of paper to this one.

* What do you want/expect them to think about your campaign and your influence over them as they read it? Who is the ideal reader of this text for you (their attitude to the disaster, to poor countries)?
* What language features do you find yourself using to reach this *implied reader*? List three. (Lexis and semantics, grammar, pragmatics)

Once you have it back identify these things about this text:-

1. Was the power used here political, personal or social (see Wareing 1999)
2. Is it instrumental or influential?
3. What is the difference between the ideology of the writer of this text

You are a manufacturer, writing an online instruction manual to explain the basics of how to use a new mobile phone (you can use your own as a model) to a customer who has just bought it. Write it on a separate piece of paper to this one.

* What do you want/expect them to think about you and your influence over them as they read it? Who is the ideal reader of this text for you (their attitude to the phone they’ve bought, to your brand)
* What language features do you find yourself using to reach this *implied reader*? List three. (Lexis and semantics, grammar, pragmatics)

Once you have it back identify these things about this text:-

1. Was the power used here political, personal or social (see Wareing 1999)
2. Is it instrumental or influential?
3. What is the difference between the ideology of the writer of this text

You are a utilities company (Southern Electric, for example) and you are writing to a customer to put across the idea that they must keep the large telegraph pole that is situated in their garden. You know that you are on questionable legal territory here: the customer does not have to have the pole in the garden. Usually you pay them a small fee as a waiver, to last for ten years or so, after which the situation has to be rearranged. You do not want them to know that they have a right to have it removed (although even if they did, you would argue that they would have to pay). Write it on a separate piece of paper to this one.

* What do you want/expect them to think about you and your influence over them as they read it? Who is the ideal reader of this text for you (their attitude to your company, to your brand, to large institutions like yours)
* What language features do you find yourself using to reach this *implied reader*? List three. (Lexis and semantics, grammar, pragmatics)

Once you have it back identify these things about this text:-

1. Was the power used here political, personal or social (see Wareing 1999)
2. Is it instrumental or influential?
3. What is the difference between the ideology of the writer of this text

You work for the District Council. You have been asked to write the text of a leaflet which explains to residents what their rights are as regards chopping down trees. Basically, they don’t have any, unless they are farmers with large forests or the tree is under 3 inches in diameter. Write it on a separate piece of paper to this one.

* What do you want/expect them to think about you and your influence over them as they read it? Who is the ideal reader of this text for you (their attitude to the council, to authority, to the environment)
* What language features do you find yourself using to reach this *implied reader*? List three. (Lexis and semantics, grammar, pragmatics)

Once you have it back identify these things about this text:-

1. Was the power used here political, personal or social (see Wareing 1999)
2. Is it instrumental or influential?
3. What is the difference between the ideology of the writer of this text

You are writing a news article for the Guardian about travellers. A new piece of legislation has come in which states that they have right to use any kind of waste ground ‘The Travelling Persons’ Act 2010’ which has not been designated for any other purpose, unless complaints are issued from a certain number of local residents, to the council, within a certain number of days. Write it on a separate piece of paper to this one.

* What do you want/expect them to think about you and your influence over them as they read it? Who is the ideal reader of this text for you (their attitude to travellers, to this kind of lifestyle, to poorer sections of society)
* What language features do you find yourself using to reach this *implied reader*? List three. (Lexis and semantics, grammar, pragmatics)

Once you have it back identify these things about this text:-

* Was the power used here political, personal or social (see Wareing 1999)
* Is it instrumental or influential?
* What is the difference between the ideology of the writer of this text

You are campaigning to be elected as President of the Student Union at this college. Write the copy for your election poster. Write it on a separate piece of paper to this one.

* What do you want/expect them to think about you and your influence over them as they read it? Who is the ideal reader of this text for you (their attitude to being a student, to authority)
* What language features do you find yourself using to reach this *implied reader*? List three. (Lexis and semantics, grammar, pragmatics)

Once you have it back identify these things about this text:-

1. Was the power used here political, personal or social (see Wareing 1999)
2. Is it instrumental or influential?
3. What is the difference between the ideology of the writer of this text

You are a parent. Your teenage daughter has been working most weekends and you are sure that this is the result of the poor report they have received from college. Write out the speech you have prepared in your head for a serious Sunday morning talk with her. Write it on a separate piece of paper to this one.

* What do you want/expect them to think about you and your influence over them as they read it? Who is the ideal reader of this text for you (their attitude to you, to your age, to your gender, perhaps, to learning and study and to employment)
* What language features do you find yourself using to reach this *implied reader*? List three. (Lexis and semantics, grammar, pragmatics)

Once you have it back identify these things about this text:-

1. Was the power used here political, personal or social (see Wareing 1999)
2. Is it instrumental or influential?
3. What is the difference between the ideology of the writer of this text

Write your text here and ignore the bit below the line…

For the text you have received, you must do the following:-

* Imagine you are the target of the text. What did the writer want you to think as your read it? What attitude does he/she want from you? What is the *ideal* kind of reader for this text?
* Now step out of role. Identify three language features that you think show what the institution and/or writer wanted from you (Lexis and semantics, grammar, pragmatics).

Pass the text back to the writers with this bit of paper…