



Understanding purpose and the target reader

Eating out

UNIT AIMS

Skill: understanding purpose and the target reader

Vocabulary: food and drink topic vocabulary

Exam practice: *First Paper 2 Part 2*

Improve your writing skills: understanding purpose and the target reader

What is understanding purpose and the target reader?

All texts are written for a reason: its purpose. The purpose may be to entertain, persuade or inform. Texts are also written with a target reader in mind. That is the person who you expect to read it. That may be young people interested in a subject, or a particular person, such as an employer or a friend. Although in reality your text may be read by a teacher or an examiner, they are often not the target reader.

- 1** Teachers and examiners
- A are not usually the people your writing is aimed at.
 - B do not usually read what you write very carefully.
 - C read your writing, so they are always the target readers.

Why is understanding purpose and the target reader important?

Everything in your text should help it to achieve its purpose so you need a clear idea of why you are writing. The purpose affects how you express things. You also need to have the target reader in mind. The effect on the target reader is the most important part of judging how successful your writing is.

- 2** Your writing is better when you
- A know who you are writing for.
 - B ask someone to read it for you.
 - C judge it against other texts.

How do you understand purpose and the target reader?

You need to think about different types of text and understand the purpose of each one. Analyse writing tasks to see what the purpose is. In addition, you need to know who the target reader usually is for the types of task in First and analyse writing tasks to decide who you are writing for. Then, choose an appropriate style (formal, entertaining, informative, etc) to match the purpose and the target reader.

- 3** Understanding purpose and the target reader helps you to choose
- A which question to answer.
 - B who to ask to read your writing.
 - C an appropriate style for your text.

How is understanding purpose and the target reader important in *First*?

The marks for each writing task in First are based on how successful your writing is. A key part of that is showing that you understand purpose and the target reader. It is essential in writing all types of text and it is important to show that you understand the difference between types of text (article, letter/email, review or report).

- 4** Understanding purpose and the target reader means that you can
- A show you know how to write different types of text.
 - B make your writing different from everyone else's.
 - C be successful in life after you pass *First*.

Get started

Look at the photo and answer the questions.

- On what occasions might you go to a restaurant like this?
- What would you expect the service to be like?
- What might the people be saying to the waiter?



Develop your vocabulary

1 Choose the correct word.

- 1 For me, there's nothing better than Cajun **kitchen / cuisine** from the state of Louisiana.
- 2 A traditional **dish / plate** from that area is cannelloni with mushrooms and cream cheese.
- 3 The **most tasteful / tastiest** pizza I've ever eaten was in a tiny restaurant in Rome.
- 4 I don't like **fried / fired** food because it's got too much oil in it.
- 5 On your birthday, I'm going to take you out for a three-course **snack / meal**.
- 6 I like **spicy / sour** curries – the hotter, the better.
- 7 I'm starving! Let's order our **starters / desserts** immediately, and then we can think about the main course.
- 8 The head **manager / waiter** came over to ask us what the problem was.

2 Match to make phrases.

- | | | |
|-------------|---|--------------|
| 1 chain | — | a bar |
| 2 cooking | — | b food |
| 3 deep-fat | — | c fryer |
| 4 junk | — | d oil |
| 5 microwave | — | e oven |
| 6 sandwich | — | f restaurant |

3 Write a phrase from exercise 2 in each gap to complete the email.

Hi Sara,

Guess what! I've just had the worst restaurant experience ever and I had to write and tell you about it. Jimmy and I have been eating a lot of local food or grabbing a quick bite from a (1) _____. But today we fancied some real (2) _____ – burgers, chips, the lot. We saw a place that looked like a (3) _____ and there were pictures of burgers in the window, so we went in. There were no staff in sight, but eventually a woman came out of the back and walked up to our table. We both ordered a burger and chips. They must have heated the burgers up in a (4) _____, because they were ready in about two minutes. They were covered in a horrible tomato sauce. The chips must have been sitting in the (5) _____ because they were dripping with (6) _____! We couldn't eat any of it so we paid, walked out and went straight off for a nice hot curry!

Develop your writing skills: understanding purpose and the target reader

1 Look at the photographs and answer the questions.

- 1 Why is the boy reading the comic: for entertainment or information? _____
- 2 What register is it written in: formal, semi-formal or informal? _____
- 3 What type of language is used here: technical or everyday? _____
- 4 Why is the businesswoman reading the report: for entertainment or information? _____
- 5 What register is it written in: formal, semi-formal or informal? _____
- 6 What type of language is used here: technical or everyday? _____



2 Read the speech bubbles and complete the sentences.

- 1

I'm really sorry, Mr Jones! I'll study harder next time, I promise.

The speaker is talking to his/her _____.
- 2

Excuse me, but do you know if there's a restaurant on this street, please?

The conversation is taking place in the _____.
- 3

Hi, Mark, do you fancy coming over to my place to study tonight?

The speaker is talking to his/her _____.
- 4

It's not fair – you and Dad never let me do anything!

The person listening is the speaker's _____.
- 5

Good evening, listeners, and welcome to an hour of pure jazz.

The speaker works at a _____ station.
- 6

What would you like to drink with that, sir?

The speaker is a _____.

3 Match each text type with a target reader.

- | | |
|---|-------|
| 1 a magazine article about healthy food | _____ |
| 2 a newspaper review of a new sandwich bar | _____ |
| 3 an essay on the dangers of fast food | _____ |
| 4 a report about coffee shops in one area | _____ |
| 5 an informal email giving advice | _____ |
| 6 a formal letter of complaint about a meal | _____ |
-
- | | |
|------------------------------------|-------|
| a the director of a chain of cafés | _____ |
| b workers who eat a quick lunch | _____ |
| c a friend with a problem | _____ |
| d the manager of a restaurant | _____ |
| e readers trying to lose weight | _____ |
| f a biology teacher | _____ |



4 Read the extracts. Match each one with a target reader from exercise 3.

- | | |
|---|---|
| <p>1 A little bit of extra weight is nothing to be upset about, you know. Just take it easy with the fast food and you'll get rid of it in no time. Trust me! _____</p> <p>2 The vast majority of our potential rivals offer nothing to eat beyond pre-packed sandwiches. I do not foresee much competition in this area and I feel it is an aspect we should promote in the new outlet. _____</p> <p>3 Not only did my main course arrive fifteen minutes after my companion's, but it was also cold. When I mentioned this to our waiter, he removed it with no apology and brought it back piping hot in less than five minutes. This could only mean that he heated it in the microwave oven. _____</p> | <p>4 The latest health scare was the result of restaurants using the cooking oil in their deep-fat fryers for too long. Though the managers were all well aware of the toxic substances produced by such overuse, the economic argument for replacing it later and later won them over each time. _____</p> <p>5 In these hard times, they offer loyalty cards: get a sandwich every day for two weeks and the tenth one's free. And the selection for those watching their weight rather than their wallets is also impressive. _____</p> <p>6 A sandwich sounds like a great option for lunch, but if it's full of butter, mayonnaise, cream cheese or something similar, it can contain as many calories as a normal meal. _____</p> |
|---|---|

5 Read the letter extracts. Write a word from the box in each gap to complete each sentence.

advise ■ apologise ■ criticise ■ explain ■ persuade ■ thank

1

I know going to a fast food chain is the last thing you want to do, especially now that you've lost all that weight. But it's little Jack's birthday and he really wants to go there. He'd love to see you, I know, and they do have some pretty nice salads.

The purpose of this letter is to _____.

2

Maybe you'll say, 'It was nothing.' I suppose you have to take big orders for your job all the time. I won't forget in a hurry, though, that you gave up your Sunday to come and help at my boy's birthday, standing in a kitchen most of the time preparing food.

The purpose of this letter is to _____.

3

When you've got strangers coming to dinner, you don't prepare a curry and 'hope they like spicy food'. Many people don't, Helen, and those poor people left a house they'd driven an hour to get to and then drove an hour home, without so much as two bites of food passing their lips.

The purpose of this letter is to _____.

4

What they do is boil the chicken a little first, then place it on the grill at high heat. Somehow, this has the effect of producing a moist tasty chicken breast every time. Chicken is so hard to prepare correctly, especially the breast, but when it's treated with care, it's probably my favourite meat.

The purpose of this letter is to _____.

5

No-one knows as much as I do how hard you've worked to get that restaurant up and running, so the thought that I might have put it in jeopardy fills me with horror. It was a moment of stupidity, that I don't intend to repeat, though if you choose not to trust me again, I would entirely understand.

The purpose of this letter is to _____.

6

When I started trying to lose weight, I wanted results too quickly. You get impressive results with crash diets in the first week or two, but believe me, it'll all go back on. Slow and steady is the best way to take it off and make sure it stays off.

The purpose of this letter is to _____.

6 Choose the best sentence for the purpose given.

1 purpose: to recommend

- a Get the roast beef sandwich with lettuce and don't ask questions – I know best.
- b I'd get the roast beef sandwich with lettuce if I were you – you won't regret it.

2 purpose: to encourage

- a It's not so difficult to make a good dinner for yourself every evening. Why not try one of these easy recipes?
- b It's easy to cook dinner for yourself in the evening. Only a disorganised person like you can't find the time.

3 purpose: to complain politely

- a I've never eaten such rubbish as the food you serve at your restaurant. You should be ashamed of yourself as a human being.
- b My friends and I were most disappointed with the food we were served at your establishment. We had expected so much more.

4 purpose: to describe

- a The fish is covered in breadcrumbs and lightly fried. It is served with baked potatoes and a green salad.
- b The fish is delicious and the potatoes and salad were great, too. We ate them all up and left the plate clean.

5 purpose: to demand politely

- a If you do not refund the money we paid for our meal, I will be forced to take further action.
- b Give me back every penny I paid for that meal or I'll come to the restaurant and take it from the till.

7 Look at the incorrect options in exercise 6. Why were they not suitable? Make notes.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____

8 Write a second sentence to achieve the purpose in bold.

Example:

to recommend

Luigi's is a pizza restaurant that has overcome many of its old problems.

Anyone who has a liking for Italian food should really give it a second chance.

1 to advise

In your letter you told me you have a great deal of trouble resisting the sweets people leave in the kitchen at work.

2 to apologise

The waiter has informed me that there was indeed a long delay before you received your order.

3 to explain

As you may or may not know, bank holiday weekends are our busiest days at the café.

4 to demand

The delays with our order not only ruined our dinner, but also meant that we missed the play we were going to see.

5 to persuade

Many people avoid sushi because they think it's strange.

9 Write the register for each text: 'formal', 'semi-formal' or 'informal'.

1 _____

I was over the moon to be in old Javier's joint again and one whiff of paella brought me right back to that awesome summer I'd spent stuffing my face with Spanish grub in Cadiz.

2 _____

It was with enormous pleasure that I had the opportunity to patronise Senior Javier's establishment once more; the aroma of paella reminded me of a wonderful summer I spent in Cadiz, sampling Spanish cuisine.

3 _____

I was very happy to return to Javier's restaurant, where the smell of paella brought back the memory of a fantastic summer I'd had in Cadiz, eating endless quantities of traditional Spanish dishes.



10 Read the exam-style questions. Complete the table next to each one.

1 This is part of a letter you received from your English pen friend, Matilda.

I really need your help! I'm doing a school project on the places where young people go to eat. Can you tell me where you like to eat out and what you like about it?

Thanks a million!
Matilda

Write your **letter**.

target reader	purpose	register

2 You have seen the following announcement in a health and fitness magazine.

Healthy eaters, we need your help! 🍏 🍷

We want to hear from young people on how to follow a healthy lifestyle. We need articles advising students on how to eat a healthy diet while keeping up with their studies. We'll print the best article we receive.

Send us your article and you could see your name in print!

Write your **article**.

target reader	purpose	register

3 You were in London for a weekend and decided to treat yourself and a companion to an expensive meal at a top restaurant. It was, however, nowhere near the standard you had expected and you decide to write an email to the manager of the restaurant telling them about your bad experience and asking for some action to be taken.

Write your **email**.

target reader	purpose	register

Exam focus:

understanding purpose and the target reader in *First*

1 Look at question 1 in the exam practice section on page 45 and write short answers to the questions.

- 1 Who usually reads restaurant reviews? _____
- 2 What are you trying to do in a review? _____
- 3 What register should you use? _____

2 Tick the information that you should definitely include in your review.

- 1 exactly how much each dish cost _____
- 2 what the restaurant looked like inside _____
- 3 the names of the important members of staff _____
- 4 how good or bad the waiting staff were _____
- 5 the style of food which was served there _____
- 6 the best time of year to visit the restaurant _____
- 7 whether you enjoyed your meal or not _____
- 8 what the kitchen area looked like _____
- 9 an overall recommendation _____
- 10 some general information about the place _____

3 Choose which paragraph would be most suitable to contain the information from exercise 2.

- 1 First paragraph _____
- 2 Second paragraph _____
- 3 Third paragraph _____
- 4 Fourth paragraph _____

Skills tip

When you write a review in *First* Paper 2 Part 2, should you

- a give your personal reaction to the subject under review? **Yes / No**
- b try to stay objective and avoid personal opinions? **Yes / No**

Exam practice:

First Paper 2 Part 2

Part 2

Write an answer to **one** of the questions in this part.

Write your answer in **140–190** words in an appropriate style.

- 1 Your English teacher has asked you to write a review of a restaurant in your area. You should talk about the kind of food it offers, the decor, the service and what your dining experience was like.

Write your **review**.

- 2 You have seen the following announcement in an international food magazine.

Food lovers! Can you help us?

Write an article about why young people are attracted to fast food.

We will publish the best articles next month.

Send us your article and you could see your name in print!

Write your **article**.

- 3 You have received an email from a friend asking for some advice. Read this part of the email and then write your reply.

I've just got a job as a waiter. I've never done it before and was wondering if you had any advice. You may not have worked as a waiter, but I'm sure you've eaten out. What makes someone a good waiter, in your opinion? Should I be very polite or more friendly? What should I definitely not do?

Thanks,
Alex

Write your **email**.

Skills tip

When you write a review in *First Paper 2 Part 2*, try not to be completely negative or overwhelmingly positive. A reviewer is meant to produce a balanced piece of writing that gives the reader a good idea of what to expect. So if your review is generally negative, try to include one positive point and if it is positive, try to point out an area that needs improving.