Functional Text	General	Letters/emails	Ads	School Web Site/Directory	Directions
Author's Purpose	• Varies with format	• to inform • to speak directly to the reader	• to sell or to persuade	• to inform students, parents, and the community of events and information about our school	• to explain how to do a process
Author's Viewpoint	• use • material encountered in everyday life	• personal	• biased	• facts • bias	• facts • objective
Author's Tone	• sometimes serious • sometimes humorous	• business – formal • friendly - informal	• may be formal or • informal	• serious • humorous	• serious usually
Familiar Examples	• letters/emails • ads • employment application • surveys • school web site • recipes • SMS student handbook • brochure	• letter/email to a close friend • business letter/email to complain about a defective product • letter/email of enquiry	• which brand of toothpaste to buy • amusement parks such as Busch Gardens • auto ads in magazines • want ads in newspapers • shopping at Walmart vs Kmart	• Shawsville Middle School homepage • Schoolnotes.com	• recipes • how to build a model • how to program an electronic device
Distinguishing Text Features	• often has a visual • varied fonts • use of white space • specific purpose	• heading • body • closing • block format, especially in a business letter	• states what is being sold • how or who to contact • pictures of product at times • cost of product	• pictures • links to other educational sites • biographies of staff • class information	• lists of ingredients • step by step directions • sometimes pictures or drawings • abbreviations
Organization	• varied by purpose • not narrative	• body is usually in paragraphs	• not narrative • recognized abbreviations • short	• Homepage by grade levels, library, principal • Schoolnotes.com by teacher	• Not narrative • Often fits onto a 3x5 note card
Kinds of Development	• facts	• salutation to the receiver • body of explanation • closing –who is writing	• "hook" wording • brief wording • catchy phrases • facts • opinions	• links • paragraphs • sequential	• provides list of needed ingredients • provides step by step directions
Reader's Purpose	• reading speed varies by purpose	• read both slowly or quickly based on the seriousness of the topic presented • analyze	• skimming to find a bargain that the reader wants to purchase	• skimming to find the feature needed	• slower reading for clarity and understanding