

# Prepare Yourself

How to **identify and comment on writers' purposes and viewpoints and the overall effect of the text on the reader**

## What does this mean?

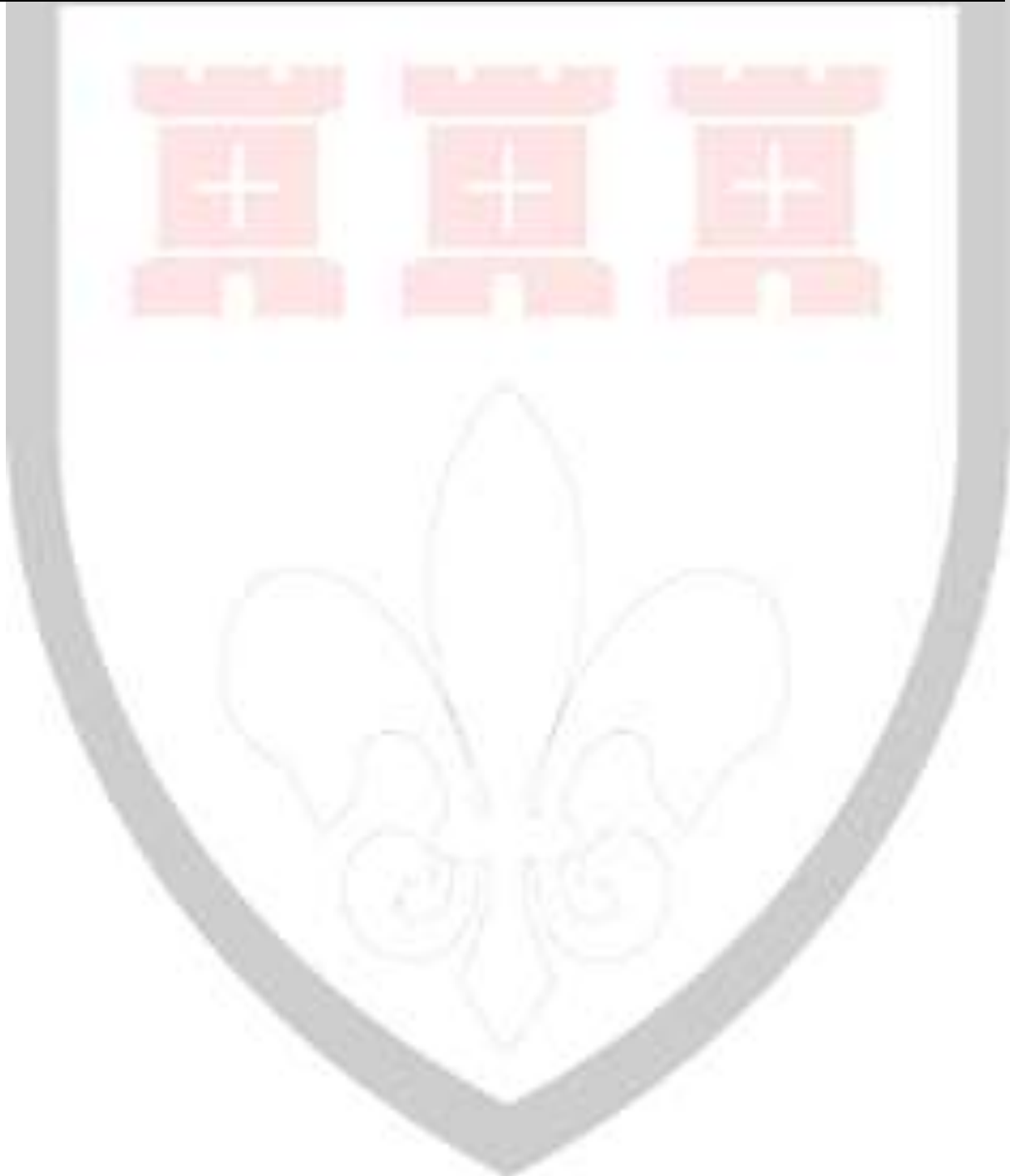
- You can understand and explain the why a writer has written something (its purpose)
- You can appreciate the effect of aspects of a text on the reader, such as how things might help to *persuade* or *interest* or *entertain* the reader

## ACTIVITY ONE – Understanding Purpose

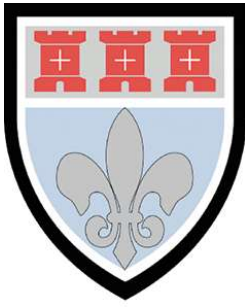
Complete the following chart by suggesting the intended purposes(s) and audiences(s) for the following media texts.

Media Text	Intended purpose(s)	Intended audience(s)
Front page headline of a newspaper	<ul style="list-style-type: none"><li>• To attract attention</li><li>• To interest readers</li><li>• To give information</li></ul>	<ul style="list-style-type: none"><li>• Adults who buy newspapers</li></ul>
Breakfast TV		
Billboard advert for chocolate		
Teenage magazine		
TV late evening news		

A young child's story book		



# Test Yourself



Read the leaflet about the WOLF

List features of the text that PERSUDE the reader to support their campaign to protect wolves.

Answers:

Persuasive features

Use of a range of images – show as cute, beautiful & in a family group

Use of headings & presentational devices

Use of facts

Learn of 'threat of extinction'

Powerful/ emotive language – 'all-out-war', the 'beautiful eerie howl', 'shatter the cruel illusion created by legend', 'their desperate attempts to survive'

Refs to expert opinion 'those who have studied this species hold wolves in deep respect'

Convincing reasons given for the 'hated' of wolves by humankind

Description of wolves positive qualities – 'friendship, loyalty and need' + 'harmony'

Refs to 'family life' and 'uncles and aunts'

# THE WOLF

Once the most widespread mammal in the Northern Hemisphere, the wolf now stands on the brink of extinction in many countries. In others it has gone – possibly forever.



## THREATS TO SURVIVAL

- Persecution by people
- Habitat destruction
- Competition with people for larger prey
- Hybridisation (cross-breeding between wolves and wild dogs)

In Britain it is over 250 years since the forests provided the last refuge for wolves trying to escape the all-out war that was waged against them.

What is it about this animal that, in some people, arouses such intense feelings of fear and hate? Yet those people who have studied this species hold wolves in deep respect, admiring their intelligence, devotion to family and skilled hunting abilities.

Buried deep in many people's subconscious is the 'fictional' wolf – many of us were brought up to fear – the villain of myth and fairy tale. Add to this the competition between humans and wolves for food and land, and the result has been a long-running, one-sided battle which has sadly made the wolf one of nature's most misunderstood and persecuted animals.



How you can help

## Family life

Wolves live in a tightly-knit group called a 'pack', bound by friendship, loyalty and need. They enjoy playing together and the security the pack offers. Pups are the focal point for the whole family with uncles and aunts all helping to provide food and care. Intelligent and friendly, the wolf is one of nature's most socially developed animals.

The key to the wolf's survival is harmony, which is made possible thanks to their elaborate ability to communicate. Techniques include scent-marking, a wide variety of facial expressions and body postures, not forgetting the wolf's trade mark – the beautiful eerie howl. This, however, is more than just a means of communication. Wolves often howl simply for the sheer joy of it.

## WOLF FACTS

- The wolf is the largest of the *canidae* (dog) family
- All domestic dogs are descended from wolves
- Wolves prey on deer, wild boar, small rodents and berries!
- Fur is thick and a mixture of colours – grey, red, brown, black and white



Family portrait

## Is it too late to save the wolf?

Over the last few decades the wolf has been the subject of many in-depth studies, all of which have uncovered evidence to help shatter the cruel illusion created by legend.

Slowly but surely the wolf's affectionate and loyal nature is being recognised. Their desperate attempts to survive in the remote areas to which they have been driven have led to a conservation challenge that aims to give the wolf the survival chance it