

Case study

Use a detailed example to illuminate a wider issue

COMMON FORMS

Geography, history, business, health, civics

TEXT SHAPE

Context → key factors or events → evidence → implications
linked to the wider topic

FEATURES AND LANGUAGE

Specific names and dates; causal links; evidence;
analytical terms

PLAN AND TEACH IT

Select evidence that explains the case. Link the
example back to the wider concept throughout.

tone and register

Analytical and specific; distinguish evidence from
interpretation.

LINKED CLASSROOM ACTIVITIES

Try: Write a Source Comparison · Compare in One Sentence ·
Explain One Graph Point

A MODEL TO NOTICE

Bring a short example. Ask who it is for, what it is trying to do and which feature helps it work. Compare it with a less effective draft.

QUICK CHECKLIST

- ☐ The opening makes the purpose clear: Use a detailed example to illuminate a wider issue.
- ☐ Each part has a clear place and moves the reader towards the purpose.
- ☐ The language features, tone and level of formality fit the reader and situation.

A QUICK CLASSROOM ROUTINE

- 1 NOTICE** Read a model for purpose, shape and audience.
- 2 REHEARSE** Practise a useful sentence or language feature aloud.
- 3 WRITE** Plan, draft and use the guide as a checklist.
- 4 REVIEW** Ask a partner whether the text does its job; revise one feature.
Keep the subject thinking ambitious. Make the language visible, practise it, then fade the support.