

Leaflet or brochure

Inform, guide or promote something for a particular audience

COMMON FORMS

Visitor guide, school information leaflet, event brochure

TEXT SHAPE

Title and purpose → short grouped sections → practical details
→ action or contact

FEATURES AND LANGUAGE

Headings; concise paragraphs; labels; imperatives;
audience-specific vocabulary; visual hierarchy

PLAN AND TEACH IT

Make each panel answer a reader question. Keep
logistics easy to find and make promotional claims
accurate.

tone and register

Clear, welcoming or persuasive as needed; match the
formality to the organisation and audience.

LINKED CLASSROOM ACTIVITIES

Try: Change the Audience · Write from a Table · Evidence
Caption

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: Inform, guide or promote something for a particular audience.
- ☐ 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.