

Lesson Plan: Writing for different purposes: inform, persuade, entertain

Level	Advanced (C1–C2)
Time	60–90 minutes
Skills	Writing
Focus	How purpose shapes vocabulary, structure, and tone; adapting for different audiences

OBJECTIVES

By the end of the lesson, students will be able to:

- Understand how purpose shapes every choice in writing
- Adapt vocabulary, structure, and tone for informative, persuasive, and entertaining writing
- Analyse authentic texts to identify purpose and the techniques used
- Produce a short piece in each mode, demonstrating clear awareness of purpose

TARGET LANGUAGE & EXAMPLES

Informative writing

- Purpose: to explain, report, or describe clearly and objectively
- Tone: neutral, precise, impersonal — typically avoids 'I'
- Vocabulary: technical, accurate, formal
- Examples: reports, Wikipedia articles, academic papers, instructions

Persuasive writing

- Purpose: to influence the reader's opinion or behaviour
- Tone: confident, assertive, engaging
- Techniques: rhetorical questions, tricolon (rule of three), inclusive 'we', repetition
- Examples: opinion editorials, speeches, advertisements, letters to the editor

Entertaining writing

- Purpose: to engage and delight the reader
- Tone: varied — humorous, dramatic, lyrical, playful
- Techniques: narrative tension, imagery, dialogue, unexpected comparisons
- Examples: fiction, personal essays, magazine features, travel writing

Meaning & Nuance

Feature	Informative	Persuasive	Entertaining
Sentence type	Mostly declarative	Questions, exclamations	Varied — fragments OK
Vocabulary	Technical, precise	Emotive, evaluative	Figurative, vivid
Tone	Neutral, objective	Confident, engaged	Varies with desired effect

Use of 'I'	Usually avoided	Strategic — appeals to shared experience	Common — personal voice
Evidence	Data, sources, facts	Evidence + emotional appeal	Anecdote, observation

LESSON PROCEDURE

1. Warm-up: Identify the purpose (10 min)

Task: Three short texts on the same topic: one informative, one persuasive, one entertaining.

- Students identify the purpose and the key features that signal it.
- *Discussion: can texts serve more than one purpose simultaneously?*

2. Presentation (15 min)

Task: The three modes in detail with technique lists.

- Persuasive techniques: tricolon, inclusive 'we', rhetorical question — demonstrate each.
- Entertaining techniques: show don't tell, imagery, sentence rhythm.

3. Mode switching task (20 min)

Task: Write the same information in all three modes.

- Topic: 'Young people spend too much time on their phones.'
- Write as: a report sentence / a persuasive argument / an entertaining anecdote.
- Compare: what changed in each version?

4. Extended writing (25 min)

Task: Choose a purpose and write 150 words for a specific audience.

- Inform: a report for a company. Persuade: a speech to students. Entertain: a personal essay.
- Peer review: does it achieve its purpose? Is the mode consistent throughout?

TEACHER NOTES

- This meta-level lesson works extremely well after students have studied multiple text types — they see the underlying principles.
- The mode-switching task is the most effective part — seeing the same content transformed makes differences concrete.

EXTENSION / HOMEWORK

Choose one or more:

1. Write the same topic in all three modes — 80 words each.
2. Find an example of each writing purpose in English media and analyse the techniques used.
3. Rewrite a paragraph from one mode to another and explain what you changed and why.