

TASK 7: WRITING A REPORT - STYLE

Try to consider the reader and choose language which will help them understand the issue without getting annoyed by too much emotion in the writing.

EXAMPLES OF BIASED AND UNBIASED LANGUAGE

If a report included the following sentence, what would you think?

‘Charities have approved the plan. “This will encourage everyone and offer help and support to children living in poverty” said children’s charity director Mary Smith.’

Is it okay to use the word ‘claiming’ here?

‘Social welfare groups have criticised the plan, claiming it is likely to harm people on low incomes.’

Is it better to avoid ‘claim’?

‘Welfare groups welcomed the plan, saying it would help children throughout Britain.’

Is this example presented in a style you like?

‘Charities have slammed the government plan. “It will have a devastating effect on the poor” says children’s charity director Mary Smith.’

Is this example better?

‘Charities have approved the plan. “This will encourage everyone and offer help and support to children living in poverty” said children’s charity director Mary Smith.’

Are these sentences unbiased?

‘This is a clearly a capitalist plot.’

‘What an amazing plan.’

REPORTS TO CONSULT ONLINE

Barnardo’s – It Doesn’t Happen Here: The Reality Of Child Poverty in the UK



Oxfam America – Mugged: Poverty in Your Coffee Cup



Compassion in World Farming – The Global Benefits of Eating Less Meat

