

To inform:	To Describe:	To Explain:
Use straightforward language to convey essential information. For example, what is involved in the job?	Could be about what something/ someone is like. This could be literal detail or inferential/ sensory.	To make clear, show the meaning of or to account for.
Give the readers a bit more information about the topic.	Thoughts and feelings are key here. Detailing the 'why' of a situation.	The 'how' and 'why' about a topic - developing someone's information and knowledge.
Giving unbiased information which is reliable and factual.	E.g. writing a story, describing a scene, a diary entry...	E.g. a set of data, a speech, or how a mechanism works...
E.g. instructions, recipes, directions, manuals, science experiments...	Creating a vivid image for your audience allowing them to imagine how something might actually be.	Give a balanced view with evidence for any points made. Use connectives of comparison and text development.