

Writing

Clauses of purpose

1 Clauses of purpose answer the question *why...?* or *what for...?*

Match each sentence a–c with one of the three patterns in the box below.

- a The panel exists in order to make sure that dealers take women car buyers seriously.
- b Ford has set up a 'spy' team to tour dealers.
- c Reports are fed back to senior management so that they can consider the recommendations.

- 1 to infinitive...
- 2 in order... + infinitive with to
- 3 so that... /in order that (+ subject + verb)

2 Match each question with an answer.

SITUATION	SOLUTION
1 Why are we opening the office in Dublin?	a In order to make recommendations.
2 What is the meeting for?	b In order to get information about dealers.
3 Why is Ford sending in 'spies'?	c To discuss the problems with sales.
4 Why is the consultant visiting?	d So that we can develop the Irish market.
5 Why is the company changing its advertising?	e So that more women buy its products.
6 Why are you planning for next year now?	f In order to make the company more profitable.
7 Why are you asking the models to leave?	g So that I can anticipate any problems and try to prevent them.

3 Combine the two parts to make one sentence.

Example:

We are opening an office in Dublin so that we can develop the Irish market.

4 Work in pairs and answer the questions below. Use a clause of purpose for each.

- 1 When companies are experiencing difficulties, why do they bring in people from outside such as management consultants?
- 2 Why do companies set up advisory panels?
- 3 Why do companies have strategy meetings?
- 4 What is the purpose of the recommendations section of a report?

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