

INTRODUCTION

- 1. Analyse how audience and purpose affect the structure and content of the text.**
 - a. What is the Purpose of writing this text? (Inform/Persuade/Entertain)
 - b. Who is the target Audience
- 2. What is the form of communication used in the text? Is this text true to its genre conventions?
How does this medium/genre further the purpose of the text?**

BODY

- 3. How are language and meaning shaped by culture and context within this text?**
 - 4. Are there Ideological Issues or any forms of bias?**
 - a. Power
 - b. Gender
 - c. Ethnicity
 - d. Taboo
 - e. Identity
 - f. Variety/culture
 - 5. What are the elements of persuasion/manipulation in the language? /Are there any language markers indicating the elements referred to in Question 4?**
 - ☐ Satire
 - ☐ Jargon
 - ☐ Persuasive techniques like high marked modality, imperatives, hyperbole, synthetic personalisation
 - ☐ Lexical clusters
 - ☐ Phrasing and diction
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- ☐ Sentence length/complexity
- ☐ Paragraph breaks
- ☐ Contrast in content
- ☐ Rhetorical devices – alliteration, internal rhyme, assonance, consonance
- ☐ tonal shifts
- ☐ tone/atmosphere

6. What are the visual techniques used to persuade the reader?

- ☐ Foregrounding/Background
- ☐ Contrast of lights and darkness
- ☐ Position of objects so as to move the eye in a particular direction
- ☐ Landscape – left to right; Portrait – depth
- ☐ Variety of fonts
- ☐ Spacing
- ☐ Colours
- ☐ position so as to offer emotional appeal
- ☐ Graphics
- ☐ Pictures as hyperlinks – why have those hyperlinks been placed?
- ☐ Examine purpose and quality of images and link to relevant phrases if possible
- ☐ Tag lines for graphics

7. Do you have a developed argument which is effectively organised?

8. Are there examples from the text to support Questions 4, 5, 6 and have you considered the effect that they create?

CONCLUSION

- 9. Has the text been effective in furthering its purpose through its choice of medium, techniques and structure?**