

Anglo-Chinese School

(Independent)

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Subject English Lang & Lit Revision for CT
Class 5.14



Parent's/Guardian's Signature: _____
Name: _____
Date: _____

Comments to read from left to right.

1. Text analysis

- a. Audience → context of interpretation [time, place, personal experience]
- b. Purpose → context of composition [the time, place, personal experience of the writer]
- c. Content → who are the people involved in the text? What are their roles?
Does the text make a particular reference to a time or event?
What happens in the text?
- d. Themes → what is the author's message?
What is the significance of the text to the target audience?
What is the text actually saying? [deeper meaning]
- e. Tone → lexis creates tone
e.g. adventuresome, anxious, celebratory, confident, determined, dignified
disillusioned, encouraging, euphoric, fatalistic, hopeful, hopeless, hyperbolic
ominous, passionate, reassuring, resigned, severe, solemn, tragic, wise, zealous
- f. Mood → tone instigates mood of the audience.
e.g. apprehensive, desolate, disappointed, disheartened, empathetic, empowered
engaged, fascinated, frustrated, intrigued, mournful, optimistic, sentimental,
solemn, suspicious, tough, uplifted

2. Stylistic devices

- a. Irony → the surface meaning and the underlying meaning are not the same
 - i) sarcasm → verbal irony with humour and criticism
 - ii) rhetorical question → question that you all ready know the answer of
 - iii) Double entendre → homonym, same spelling or sound but different meaning
- b. Figurative speech
 - i) Analogy
 - ii) metaphor

3. Speeches

a) Propaganda techniques

- i) Assertion → making bold statement. Not inviting audience to question its validity. confidence, enthusiasm
- ii) False dilemma → present audience with two extreme force them to choose between the less evil
- iii) Plain folk → appear to be just like the public.
- iv) Name-calling & pinpointing → gives a sense of right and wrong; creating justification & consent
- v) Simplification → categorising according to stereotypical ideas.
- vi) Glittering generalities → positive ideas connected with virtue or worthy abstract ideas.
- vii) Card stacking → selectively including arguments that supports the cause while ignoring counter-arguments.
- viii) Band-wagon → everybody's doing it. Why don't you?

b) How does a speech appeal to the public?

Ethos ⇒ the trustworthiness of the speaker. Establishment of credit among the audience and feel confident of the right to deliver the speech.

Pathos ⇒ the part of speech that appeals to our emotions. Emotional language is used to create emotional response.

Logos ⇒ the part of speech that appeals to our logic. Argument with premises and conclusion.

c) Rhetorical devices

- i) Parallelism → grammatically parallel ^{e.g. successive clauses} → help to understand more smoothly.
- ii) Hypophora → asks one question and then answers it → commonly used to start a speech
- iii) Repetition → effective in structure and power → pay attention to start of every para
- iv) Antithesis → tell people what you do NOT believe in → effective and powerful, direct
- v) Figurative speech → set up imagery. easier to relate to people.
- vi) Tricolon → use of triplings
Poly syndeton → use of "and" between every two consecutive item → shows that each item is equally important
- vii) Juxtaposition → putting together two things of opposite nature → to compare & contrast and to stress a point
- viii) Allusion → a speech echoes another speech or famous phrase → create a bond with the audience by evoking shared knowledge & associate with ideas from original text
- ix) Varied sentence structure & length

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4. Advertisement

a) Breakdown of an ad poster

i) image → readers usually see the image first. Image must engage audience

Contrast between the words and image. Position of image

ii) Slogan → short, catchy and poignant as audience's attention spans brief and fleeting

iii) Copy → small print text. gives the information on the products

iv) Signature → the product or the company name. Sometimes in imagery form

b) Persuasive techniques

i) Bandwagon → everybody's doing it

ii) Bait and Switch → deceiving customers into store with promise of bargain

iii) Celebrity spokesperson → celebrity endorsement

iv) Emotional appeals → evoking certain emotions

v) Glittering generalities → Emphasise highly valued qualities

vi) Humor → used to make ppl. laugh but provides little info.

vii) Individuality → appeals to the desire of being different.

viii) Loaded language → use of negative or positive words

ix) Name-calling → Attacks ppl or group to discredit their ideas

x) Plain Folk → shows ordinary people using or supporting the product

xi) Product comparison → compares the product with its inferior

c) Stylistic feature [visuals] [topological feature]

Relative size

Relative position

Feminine touch [smooth lines, silhouette]

5. Feature Article

a) Layout

i) Headline

ii) Byline → name of the writer → a synopsis maybe included

iii) Photograph, graphics, illustration or cartoon

iv) Text written in column format

v) Break Out Box → provides additional factual info

vi) Colours, different font, sizes may be used

vii) First paragraph → lead

6. Cartoon

a) Persuasive techniques

i) Symbolism → signifier & the signified

ii) Exaggeration → facial characteristics, clothing. What point is he trying to make?

iii) Labelling → label objects to make it clear what they stand for

iv) Analogy → comparison between two unlike things. compare a situation with another easier to understand

Literary Devices

Asyndeton When sentences do not use conjunctions (e.g. and, or, nor) to separate clauses, but run clauses into one another, usually marking the separation of clauses with punctuation. speed up the rhythm of a passage and making a single idea more memorable

Alliteration Repeating the same letter or sound at the beginning of adjacent or closely connected words. to achieve musical or incantatory effects

Caesura A break, esp. a sense of pause, usually near the middle of a verse, and marked in scansion by a double vertical line. This technique frequently occurs with a poetic line grammatically connected to the end of the previous line by enjambment.

Euphuism An artificial, highly elaborated way of writing or speaking

Hyperbole Exaggeration used to evoke strong feelings or create an impression which is meant to be taken literally.

Imagery Forming mental images of a scene using descriptive words, esp. making use of the human senses.

Leitwortstil Purposefully repeating words that usually express a motif or theme important to the story.

metonymy Word or phrase in a figure of speech in which a noun is referenced by something closely associated with it, rather than explicitly by the noun itself.

Synecdoche A figure of speech in which a term for a part of something is used to refer to the whole of something, or vice-versa.

Oxymoron A term made of two words that deliberately or coincidentally imply each other's opposite

Onomatopoeia Words sounds like the same as, or similar to what the word means

Paradox A phrase that describes an idea composed of concepts that conflict.

Anaphora
Epitrophe
Epistrophe

Newspapers

- sensational language. → formality
- type of font. (monotonous, varied)
- sentence length, spelling, colloquial language.
- photographs.
- Bias is objective.
- always look for Bias.

inclusive language - 'we' or 'us'

Tabloid → emotive language → colloquial words
→ opinions as facts.

Internet language → ~~colloquial~~

High modality: must, have to, should.

Imperative

Adjectives → emphasize.

Generalization - can appeal to our general sense of what is true and so sound authoritative.

Formal styles create an impression of authority and research that can impress readers with info, knowledge, the importance of writer.
~~the reader~~

Colloquial styles, are chatty, friendly, inclusive as readers are treated more as equals. language is accessible and familiar. *

Guo
More
Free
notes
at
tick
ninja

APER 1

Context: There are many contextual factors that contribute to the reader's understanding of the text.
purpose
Audience.

Rhetorical qn: establishes an invitation to the reader to join the central ideological position of the text.

Reference to time instills confidence in the reader.

Text appeals to reader's pathos and triggers an emotional response.

Graphosematics (graphic design/foreground / Background / layout of text / font) -
Contribute significantly to the persuasive tone of the text.

Bold headings and compartmentilizations of the text into text-boxes organizes and condenses information, enhancing the visual appeal and enabling readers to more readily access the text.

Synthetic personalization - process of addressing mass audiences as if they were individuals.
- Second person pronoun.

Mod

Modifiers

declarative
- Interrogative.
Imperative.