

PURPOSE

<p>To Inform</p>	<ul style="list-style-type: none"> - To inform readers (about the pertinent issue of...) through a clear and factual presentation of information. - The text aims to enhance the reader's understanding of [topic]. - Through: <ul style="list-style-type: none"> - Factual details - Incorporating data/statistics to enhance credibility - Clear explanations and examples to enhance clarity - Precise diction & subject-specific lexis - Objective and formal tone
<p>To Explore/ Exploratory</p>	<ul style="list-style-type: none"> - The text aims to explore the ethical considerations/ implications/ complexities of ___, encouraging readers to consider different perspectives and develop a deeper understanding of the topic. - The writer allows the reader to engage thoughtfully with the subject and form their own interpretation rather than being directly persuaded/guided towards a single conclusion. - Through: <ul style="list-style-type: none"> - Balanced presentation of ideas/ presenting multiple viewpoints. - Reflective language - Examples/ personal experiences
<p>To Persuade</p>	<ul style="list-style-type: none"> - To persuade/convince the audience to purchase a particular good/service OR to adopt a particular viewpoint on [issue]. - This is evident through the use of persuasive techniques: <ul style="list-style-type: none"> - Direct quotes (persuades reader to adopt an opinion/viewpoint by immersing the reader) - Direct address: 'you' - Rhetorical questions/ encouraging reflection - Emotive language - Contrasting positive and negative diction - Pathos, ethos, logos (influences the reader's beliefs and encourages specific actions by appealing to their emotions, trust, and reasoning) - The writer uses a narrative progression that allows the reader to flow like a reflective essay, enhancing the persuasive effect of the text. - Could be subtle persuasion (supportive but not praising) <p>To Sell or Advertise (product/service/idea):</p> <ul style="list-style-type: none"> - The writer encourages readers to make a purchase or support a brand. - Persuasive techniques + vivid imagery + slogans + evaluative language. - Pathos, ethos, logos are used to appeal to the reader's desires or needs, and persuasion is driven by fear (of not having the

	product/service or not being part of a community).
To Narrate	<ul style="list-style-type: none"> - The writer narrates a story/event, guiding the reader through a sequence of events with a clear beginning, middle, and end. - To maintain the reader's engagement with the text and create a sense of involvement in an unfolding plot. - To recount events that transpired. - Narrative techniques: <ul style="list-style-type: none"> - Vivid imagery - Dynamic dialogue - Suspense - Dramatic/situational irony - Foreshadowing - Flashback
To Entertain	<ul style="list-style-type: none"> - The text captivates the reader's attention through the use of humour (could be colloquial humour), relaxed register, and narrative techniques to provide enjoyment and evoke a range of emotions - Narrative techniques
To Describe	<ul style="list-style-type: none"> - The writer provides descriptions in rich detail, allowing the reader to visualise and experience the scene/subject as if they were actually present. - Descriptive elements create a vivid picture, enhancing the reader's sensory experience. - Descriptive elements: <ul style="list-style-type: none"> - Sensory imagery - Similes and metaphors
To Reflect/ To Express Feelings or Emotions	<ul style="list-style-type: none"> - The text offers deep insights/expresses deep emotions. - The text is reflective in nature, focusing on the writer's own contemplations and emotional reactions to the situation. - The writer shares their feelings with the reader, inviting them to connect on an emotional level. - To provoke thought. - The writer engages in thoughtful exploration, using: <ul style="list-style-type: none"> - Introspective tone - Emotive language - Metaphors, personification, etc - Narrative style/ anecdotal opening/ first person narration (draws reader in and creates tension and emotional engagement.) - Rhetorical questions and allusions (prompt the reader to consider their own views or experiences in relation to the topic.) - Figurative language

	(conveys abstract emotional states with clarity, adds emotional texture to the text, making the author's claims feel not just plausible, but personal and profound.)
To Instruct/ Guide	<ul style="list-style-type: none"> - The writer provides clear, step-by-step guidance to ensure the reader can follow along. - This is achieved through the use of: <ul style="list-style-type: none"> - Imperative verbs - Simple sentences - Straightforward tone
To Critique or Evaluate	<ul style="list-style-type: none"> - The writer offers an informed analysis of the strengths and weaknesses through balanced reasoning to provoke critical reflection, and provide a thoughtful assessment that informs the reader's opinion. - This is achieved through the use of: <ul style="list-style-type: none"> - Comparison - Contrast - Evaluative language (adjectives- amazing, terrible, effective, disappointing; adverbs- clearly, unfortunately, impressively; words with strong positive or negative connotations; superlatives- better, worst)
To Argue	<ul style="list-style-type: none"> - The writer argues a specific position on [issue], seeking to convince the reader of the validity of their stance, while also challenging opposing viewpoints. - Through: <ul style="list-style-type: none"> - Logical reasoning supported by evidence - Rhetorical questions - Rebuttals
To Inspire or Motivate	<ul style="list-style-type: none"> - The writer aims to inspire/motivate the audience to [take action or adopt a mindset]. - Call to action to take a stand - Encourage collective movement - To raise awareness - To inspire positive change or personal growth - Extends invitation to join a movement/cause; strengthens a sense of community. - Through motivational rhetoric: <ul style="list-style-type: none"> - Uplifting language (like positive adjectives, future-focused ideas suggesting improvement or hope, shared values) - Inclusive pronouns - Encouraging/ unifying tone - Repetition (anaphora) - Emotive language

To Satirise	<ul style="list-style-type: none"> - The writer aims to satirise [subject], to critique societal norms or behaviours. - To expose flaws and provoke thought, often with the intent to inspire change. - Through: <ul style="list-style-type: none"> - Humour - Irony - Sarcasm - Exaggeration/ hyperbole - Parody
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AUDIENCE

Wide/ general audience	<ul style="list-style-type: none"> - The writer intends the content to be accessible to readers from varied backgrounds. - The text remains more inclusive than exclusive. - Global/online platform so available to a wide audience. - Through: <ul style="list-style-type: none"> - Accessible language: low register & high frequency words. - Informal to semiformal register. - Relatable examples to ensure the message resonates with a wide range of readers. - Limited technical jargon/ not too heavy on subject-specific lexis. - Explanations of complex ideas - Inclusive language/ inclusive pronouns (e.g., “we”, “everyone”)
Subscribers to magazine/blog	<ul style="list-style-type: none"> - Readers who already have a sustained interest in the publication’s themes. - Through: <ul style="list-style-type: none"> - Informed yet accessible tone: assuming prior interest or familiarity with the topic. - Inclusive language (“our readers” or “as you may already know”) which helps build a sense of community and loyalty. - Content balances information with entertainment, using relatable examples, conversational language, or direct address to maintain reader engagement and encourage continued subscription.

Children or Young Adults	<ul style="list-style-type: none"> - The writer aims to capture the attention of younger readers. - Through: <ul style="list-style-type: none"> - Simple/ accessible language: low register & high frequency words. - Informal or conversational tone. - References to school, social life, or relatable experiences. - Direct address (“you”). - Engaging imagery. - Humour. - Storytelling/ narrative techniques.
Specialised/ Professional Audience [scientists, engineers, healthcare professionals]	<ul style="list-style-type: none"> - The text targets a specialised audience with prior knowledge of the subject. - The language caters to readers with a particular expertise. - The text uses formal diction/ historical references, suggesting that it is aimed at a well-educated or well-read audience. - Through: <ul style="list-style-type: none"> - Technical language: subject-specific lexis/jargon - High register & formal tone. - Use of statistics, research references, data. - Detailed analysis/explanations and evidence.
Potential consumers	(persuade)
Supporters or Members of a Group	<p>(motivate/ inspire)</p> <ul style="list-style-type: none"> - Aims to strengthen unity and reinforce shared beliefs. - Through: <ul style="list-style-type: none"> - Motivational rhetoric (check) - Shared values or goals highlighted - Assumes agreement with viewpoint
Decision-Makers or Authorities	<p>(persuade, inform, etc.)</p> <ul style="list-style-type: none"> - The writer aims to influence the opinions and actions of those in positions of power, to implement change; like world leaders & policy makers. - Through: <ul style="list-style-type: none"> - Professional register - Formal and respectful tone - Presents logical & structured arguments - Use of evidence/stats/data - Focuses on consequences and solutions

Opponents or Critics	<p>(challenge and rebut opposing views.)</p> <ul style="list-style-type: none"> - The writer aims to persuade skeptical readers and defend the validity of their position. - Through: <ul style="list-style-type: none"> - Counterarguments - Logical reasoning - Factual evidence: strategic use of evidence - Defensive and confident tone
Media or Journalists Publishers	<p>(inform, provoke, etc.)</p> <ul style="list-style-type: none"> - The writer aims to capture the attention of the media and generate public coverage/ discussion. - Through: <ul style="list-style-type: none"> - Clear and concise presentation of key facts - Strong headlines and statements - Quotations or statistics - Formal but accessible tone - Impactful language (Emotive language- 'devastating consequences'; Strong imagery- 'The city choked under a blanket of smoke.'; Powerful word choice (diction)- 'shattered dreams' ; repetition, rhetorical questions, or contrasts; Figurative language- 'Time is slipping through our fingers.') - Focus on newsworthy content
Peers or Colleagues	<p>(inform, collaborate, etc.)</p> <ul style="list-style-type: none"> - The text targets peers or colleagues within the same professional or academic environment. - Through: <ul style="list-style-type: none"> - Professional/ semiformal tone - Collaborative + advisory tone - Assumes similar level of knowledge - Shared terminology - References to common experiences,
Those likely interested in a particular field/topic	<p>(inform, inspire, etc.)</p> <ul style="list-style-type: none"> - Expects some familiarity but still aims to engage a broader informed audience. - Conversational/ enthusiastic tone - Informative + engaging tone - Some field-specific lexis with explanations - Personal anecdotes/ detailed instructions to effectively engage enthusiasts Makes the text both relatable and motivating.

Tourists	<ul style="list-style-type: none"> - The writer aims to create excitement and encourage readers to consider visiting. - Through <ul style="list-style-type: none"> - Persuasive techniques - Vivid descriptions - Sensory imagery - Information - Positive, inviting tone
Parents/ Guardians	<ul style="list-style-type: none"> - The text targets parents or guardians concerned about their children’s wellbeing or development. - Through: <ul style="list-style-type: none"> - Protective/ reassuring tone - Informative - Advice or guidance; caring/advisory tone - Ethos to build credibility and trust - Clear explanations/ practical suggestions/ step-by-step guidance to make the information accessible and useful for decision-making. - Direct address and inclusive pronouns (“your child”) helps create a personal connection with the audience.
Students/ learners	<ul style="list-style-type: none"> - Students or learners seeking to develop knowledge or skills, or academic support. - Through: <ul style="list-style-type: none"> - Instructional tone - Step-by-step explanations & examples/ simplifying complex ideas to maintain interest and make the content relatable. - Encouraging/ supportive tone to motivate learners - May be organised logically using headings, bullet points, or sequential instructions, which helps students follow and understand the information more easily.
Victims / People affected by an issue	<ul style="list-style-type: none"> - The text targets individuals directly affected by ____, aiming to provide support, reassurance or raise awareness.” - Achieved by: <ul style="list-style-type: none"> - Empathetic tone: acknowledges the reader’s experiences and emotions, helping to build trust and understanding. - Reassuring/ encouraging tone to provide comfort and empowerment. - Emotive language language - Text may be structures clearly and

	step-by-step guidance, making the information easy to follow during potentially stressful circumstances.
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TONE

- The writer adopts a _____ tone.
- The tone shifts from _____ to _____.
- The sustained _____ tone reinforces the writer's underlying message that...
- The writer's tone becomes increasingly _____, suggesting a growing sense of...

Reflective/ introspective	<ul style="list-style-type: none"> - Encourages readers to engage with the writer's internal thought process. - Allows the writer to examine past experiences critically, suggesting personal growth.
Nostalgic	<ul style="list-style-type: none"> - Romanticises the past, presenting it as emotionally significant and idealised. - Evokes a sense of longing, encouraging readers to emotionally connect with the memories described. - Contrasts subtly with present realities, emphasising loss or change.
Humorous / Playful	<ul style="list-style-type: none"> - Lightens the narrative, making the text more engaging and accessible. - Creates a sense of familiarity, positioning the writer as relatable and personable. - Allows serious issues to be presented subtly.
Critical / Disapproving	<ul style="list-style-type: none"> - Exposes the writer's dissatisfaction with _____, encouraging readers to question accepted norms.
Persuasive	<ul style="list-style-type: none"> - Seeks to influence the reader's viewpoint. - Creates a sense of urgency.
Authoritative	<ul style="list-style-type: none"> - Strengthens the credibility of the writer's argument.
Admiring / Appreciative	<ul style="list-style-type: none"> - Celebrates _____, portraying it as admirable and worthy of respect.
Melancholic / Disheartened	<ul style="list-style-type: none"> - Conveys emotional vulnerability, allowing readers to empathise with the writer's perspective. - Prompts readers to recognise emotional weight. - Reinforces a sense of inevitability and loss. - Makes the issue more pressing.
Mocking	<ul style="list-style-type: none"> - Subtly mocking tone critiques societal attitudes without direct condemnation. - Sarcastic tone underlines the speaker's disapproval of the proposed action, creating irony.

Optimistic	<ul style="list-style-type: none"> - Instils a sense of hope, encouraging readers to view the situation as capable of positive transformation. - Motivates readers to adopt a proactive and positive outlook.
Skeptical	

- Rain is portrayed in an antagonistic way: hostile; creates a sense of foreboding; war metaphor (defeated by the water).
- River is portrayed in a more benevolent manner.

MOOD

- The mood created is one of _____, encouraging the reader to feel...
- The carefully crafted mood mirrors the writer's perspective on...
- The fluctuating mood reflects the duality of...

warm/ comforting	<ul style="list-style-type: none"> - fosters a sense of familiarity and emotional security. - encourages readers to associate the setting with safety and belonging.
gloomy/ oppressive	<ul style="list-style-type: none"> - Gloomy mood creates emotional heaviness. - oppressive mood reflects feelings of confinement and helplessness.
tense/ suspenseful	<ul style="list-style-type: none"> - creates anticipation, maintaining reader engagement. - mirrors the uncertainty faced by the writer or characters and reflects escalating conflict within the text.
joyful/ celebratory/ triumphant	<ul style="list-style-type: none"> - highlights moments of success or fulfilment. - reinforces the writer's sense of pride and accomplishment. - rewards the reader's emotional investment.
reflective/ contemplative	<ul style="list-style-type: none"> - slows the pace of the narrative, encouraging thoughtful engagement. - allows readers to consider broader philosophical or emotional themes.
uneasy/ foreboding	<ul style="list-style-type: none"> - foreshadows potential conflict or disruption. - generates anxiety, preparing readers for negative developments. - unsettling mood destabilises the reader's expectations.

The tone and mood in are intricately woven to shape the reader's experience and understanding of the narrative. For instance, the author adopts a [] tone throughout the text, evident in phrases like []. This tone is further enhanced by [elements contributing to tone like word choices], which [function of tone]. As a result, the mood created is [], engaging readers in [function of mood]. This interplay of tone and mood effectively [link to the text's purpose or overall effect].

Conflict man vs nature

Conflict permanence vs transience

REGISTER (FORMALITY)

Formal	<ul style="list-style-type: none">- The writer adopts a highly formal register that is maintained through the use of technical and low frequency vocabulary.- The elevated register reflects the seriousness of the subject matter.- This formal register positions the writer as knowledgeable and reliable and reinforces the informative / instructional purpose of the text.- The controlled and professional tone suggests the text is aimed at an educated or specialist audience.- The formal register creates distance between writer and reader, enhancing objectivity.- This register encourages the reader to view the information as factual and authoritative.
Semi-formal	<ul style="list-style-type: none">- The writer employs a semi-formal register, balancing professionalism with accessibility.- The register blends informative language with a conversational tone.- This semi-formal register allows the writer to appear credible while remaining engaging.- The moderate level of formality broadens the appeal to a general audience.- The mixture of formal vocabulary and approachable phrasing helps simplify complex ideas.
Informal	<ul style="list-style-type: none">- The writer adopts an informal register characterised by contractions, colloquial language, personal tone and humour/ relaxed phrasing.- This informal register creates a sense of familiarity between writer and reader.- The conversational tone makes the content more relatable and engaging.- The informal register reduces distance, making the reader feel personally addressed.- The highly conversational register mimics spoken interaction.- The writer uses casual and spontaneous language to create authenticity. - The use of colloquial language makes the dialogue more relatable and authentic, reflecting the character's background or social status.- This informal diction helps establish a conversational tone, creating intimacy with the reader.

VOCABULARY / WORD CHOICES / DICTION

- The deliberate selection of vocabulary/ lexical choices reflects the writer's attitude towards the topic and subtly guides the reader's opinion.

- The diction is strategically chosen to evoke particular emotional and intellectual reactions from the audience.
- The choice of words carries strong connotations that contribute to the overall mood and atmosphere of the text.

Jargon/ Field-specific Lexis	<ul style="list-style-type: none"> - establishes credibility and positions the writer as knowledgeable and authoritative. - technical vocabulary enhances precision, allowing complex ideas to be communicated efficiently. - writer is careful not make the text too jargonistic, to maintain reader engagement and ease of comprehension. - absence of jargon creates an approachable tone and broadens the text's appeal. - Adds historical context: to show that it has been a long standing struggle and not recent.
Positive / Praising Word Choices	<p>(Example: legendary, remarkable, groundbreaking)</p> <ul style="list-style-type: none"> - Positively loaded adjective give recognition/ admiration and elevates the subject's reputation/ creates a positive image. - The choice of highly complimentary lexis reinforces the writer's approval and contributes to a tone of respect and endorsement.
Negative / Critical Word Choices	<ul style="list-style-type: none"> - Negatively connoted vocabulary introduces a critical tone and challenges the reader to question the issue. - Harsh lexical choices emphasise the severity of the situation and provoke concern. - The negatively loaded diction subtly manipulates the reader's judgment by presenting the subject in an unfavourable light. <p>'It seems unlikely': speculative and critical tone; Suggests conflict; Shows contentious/ debatable nature of the issue.</p>
Emotive Language	<ul style="list-style-type: none"> - Evokes a specific emotional response in the reader, making them empathise with the character. - The emotive vocabulary appeals directly to the reader's sympathy and intensifies emotional engagement. - By choosing words that elicit [emotion], the writer heightens the impact of the event. - Used to create a sense of vulnerability that adds to pathos and allows the audience to empathise with the reader.
Pronouns	<ul style="list-style-type: none"> - Personal pronouns for empathy. - Directly addresses audience: 'you'; makes the text more inclusive in nature. - 'How can we effect change in the world?' - creates a sense of shared

	<p>responsibility and challenges the audience.</p> <ul style="list-style-type: none"> - First person point of view gives internal view of life (thoughts, fears, perceptions).
Modal Verbs	<p>Strong Modality (must, will, cannot):</p> <ul style="list-style-type: none"> - Conveys certainty and authority, presenting the writer's views as unquestionable. - Creates an imperative tone that positions the writer as commanding action and emphasises urgency. <p>Weak Modality (may, might, seems, appears):</p> <ul style="list-style-type: none"> - Tentative lexical choices introduce a speculative tone, encouraging readers to reflect rather than accept conclusions immediately. - The cautious vocabulary suggests balanced reasoning and prevents the writer from appearing overly assertive.
Discourse Markers	<p>"however," "therefore," "meanwhile," and "on the other hand"</p> <p>'Ah, well' = conversational discourse marker</p> <ul style="list-style-type: none"> - Adds continuity, for smooth transition between topics. - Connects thoughts and organises arguments. - Creates a conversational tone. - Words like 'however' signal a shift in focus while maintaining continuity in the narrative. - 'First,': listing helps clarify information, emphasises key points, creates rhythm and pace. Encourages retention and reinforces tone.
Connotations	<ul style="list-style-type: none"> - Example: "Snake" can connote danger, deceit, or treachery in addition to its literal meaning. - The connotations of 'snake' add layers of meaning to the character's portrayal, suggesting they are deceitful.
Sentences	<p>Declarative</p> <ul style="list-style-type: none"> - Presents information clearly and authoritatively. - Reinforces certainty and encourages readers to accept the statement as factual. - Adds urgency - Direct and forceful - Imperative tone - Short declaratives = impact, authority - Long declaratives = explanation, detail <p>Interrogative</p> <ul style="list-style-type: none"> - Creates a conversational tone, increasing reader involvement. - Positions the reader as a participant rather than a passive observer. - Introduces uncertainty. - Rhetorical question:

	<ul style="list-style-type: none"> - Invites the reader to reflect. - Challenges the audience to reconsider their assumptions. - Guides readers towards the writer's intended conclusion. - Emphasises the uncertainty/ emotional weight of the situation. - The writer underscores the character's internal conflict. - Beginning with a rhetorical question: makes the reader form an opinion before starting OR relatable experience to hook audience. <p>Exclamatory</p> <ul style="list-style-type: none"> - Conveys intense emotion/ heightens dramatic impact - Amplifies the urgency of the message. - Emotionally charged; reinforces the writer's passion and conviction. <p>Ending on present tense- adds immediacy and pertinence to the issue.</p>
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- 'Ignited': powerful/emotional.
- 'Imagine': encourages reflection.
- 'The more I fought, the more I realised': shows growing evolution of thought.
- 'Our home was broken into': passive voice evokes helplessness.
- Emotive language- 'devastating consequences', 'testament to a lifestyle'.
- Powerful word choice (diction)- 'shattered dreams'
- 'Must' indicates imperative action
- 'Profound': strong, impactful words chosen for emphasis.
- 'Her': capitalising the pronoun= creates a sense of authority and established a power dynamic.
- 'Flooding my mind': suggests overpowering, uncontrollable emotions like being submerged in fear/anxiety.
- 'Aftermath': suggests a serious, lasting consequence and not just a minor inconvenience. Creates a tone of trauma and disruption and amplifies the emotional weight of the situation.
- May use certain words in quotes to create a sarcastic/mocking tone, like saying 'organic' as if it really isn't organic but is just claimed to be.
- Concrete nouns, lists (wallets, passports, cameras): adds specificity

LITERARY DEVICES

Pathetic fallacy	<p>When the weather reflects the mood.</p> <ul style="list-style-type: none"> - Mirrors the emotional landscape of the text. - Allows external environment to symbolically reflect the internal state of characters. - Adds layers of complexity to the emotions experienced. - Immerses the reader in the mood.
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Personification	<p>Giving human traits to non-human things</p> <ul style="list-style-type: none"> - Imbues the natural world with human qualities/ humanises the setting. - Makes text more relatable and emotionally engaging. - Suggests that the environment actively participates in shaping the narrative and influencing the character's experiences.
Zoomorphism	<p>Giving animal characteristics to humans.</p> <ul style="list-style-type: none"> - Dehumanises the character. - Reduces characters to instinctive/ primal behaviour. - Suggests vulnerability/ lack of morality.
Chremamorphism	<p>Giving object-like qualities to humans; opposite of personification.</p> <ul style="list-style-type: none"> - Dehumanises/ objectifies the character. - Presents the character as mechanical or lifeless, suggesting emotional detachment/ numbness/ or societal pressure stripping individuality. - Creates an unsettling effect on the reader and underscores the pensive atmosphere.
Simile	<p>Comparing two things using "like" or "as."</p> <ul style="list-style-type: none"> - Creates a vivid comparison, making qualities more tangible for the reader. - Allows readers to visualise emotions/ experiences clearly.
Metaphor	<p>Comparing two things without using "like" or "as."</p> <ul style="list-style-type: none"> - Deepens the symbolic meaning of the text by merging two ideas. - Encourages the reader to engage with the idea more abstractly.
Extended metaphor	<p>A metaphor that extends across multiple lines.</p> <ul style="list-style-type: none"> - Provides structural cohesion and strengthens the central theme/ symbol. - Allows reader to continuously interpret the narrative through a symbolic lens - Allows the writer to explore complex emotions or ideas, creating a more layered and nuanced interpretation.
Oxymoron	<p>Two contradictory words placed together.</p> <ul style="list-style-type: none"> - Draws attention to the paradoxical nature of [concept]. - Highlights internal conflict/ complexity. - Prompts readers to recognise contradictions within emotions or situations.
Juxtaposition	<p>Placing two contrasting ideas next to each other.</p> <ul style="list-style-type: none"> - Highlights the stark contrast between [theme 1] and [theme

	<p>2], emphasising the duality of the situation.</p> <ul style="list-style-type: none"> - Emphasises tension. - Signal a shift in atmosphere/ shift in focus.
Hyperbole	<p>Extreme exaggeration.</p> <ul style="list-style-type: none"> - Intensifies the emotions or actions, making the character's feelings appear overwhelming. - Dramatises the scene, making the character's experience more relatable. - Injects dramatic emphasis or humour. - Exaggeration: might be done by putting certain words/phrases in quotes. This creates a skeptical tone. Or maybe a mocking tone.
Assonance	<p>Repetition of vowel sounds.</p> <ul style="list-style-type: none"> - Creates musicality and fluidity. - Subtly reinforces mood. - Makes the description more memorable.
Alliteration	<p>Repetition of consonant sounds</p> <ul style="list-style-type: none"> - Enhances the rhythmic quality of the text. - Makes the description more impactful. - The repeated consonant sounds create emphasis.
Sibilance	<p>Repetition of 's' sounds.</p> <ul style="list-style-type: none"> - Creates a hissing/ whispering effect; Soft or sinister auditory effect. - May evoke calmness, secrecy, or tension, shaping the atmosphere of the scene.
Onomatopoeia	<p>Words that mimic sounds.</p> <ul style="list-style-type: none"> - Enhances sensory experience for the reader. - Allows readers to experience sounds directly. - Makes scene more vivid and dynamic.
Imagery	<p>Descriptive language that creates an image in the reader's mind.</p> <ul style="list-style-type: none"> - Creates a sensory/ immersive experience for the reader and brings the narrative to life. - Enhances the reader's emotional connection to the environment or character's experience. - Reinforces tone/mood and atmosphere.
Euphemism	<p>A polite or mild way of saying something unpleasant.</p> <ul style="list-style-type: none"> - Soften the impact of difficult subjects, making the text less harsh.. - Avoids direct confrontation with [emotion or topic], creating a more subtle approach.

	<ul style="list-style-type: none"> - Conceals the severity of reality.
Hypophora	<p>Asking a question and immediately answering it.</p> <ul style="list-style-type: none"> - Engages/ encourages the reader to reflect by posing a question, then guiding them toward the intended conclusion. - Directs the reader's thought process, ensuring the argument is clearly understood. - Allows the writer to control narrative direction.
Satire	<p>Using humor to criticize or expose flaws (in society, usually).</p> <ul style="list-style-type: none"> - Used to critique/ expose societal issues or behaviors through humor and exaggeration. - This humorous approach allows the writer to address serious topics in a more accessible and engaging manner.
Symbolism	<p>When an object represents a larger idea.</p> <ul style="list-style-type: none"> - Imbues objects with deeper meaning, contributing to the thematic richness of the text. - Operates as a concrete representation of abstract themes. - Encouraging readers to interpret the text beyond its literal meaning.
Motif	<p>Recurring symbol or idea.</p> <ul style="list-style-type: none"> - Reinforces central themes and creates structural unity - Encouraging readers to recognise patterns in the narrative.
Anecdote	<p>A short personal story.</p> <ul style="list-style-type: none"> - Adds a personal touch, making the narrative more relatable and engaging for the reader. - Establishes authenticity. - Connects the broader theme to a personal experience.
Anaphora	<p>Repetition of a phrase at the start of consecutive sentences.</p> <ul style="list-style-type: none"> - Creates rhythmic emphasis. - Building emotional momentum and persuasive impact. - Reinforces the importance of the repeated idea. - Strengthens the message, making it more memorable and impactful. - Draws parallelism.
Epistrophe	<p>Repetition of a phrase at the end of consecutive sentences.</p> <ul style="list-style-type: none"> - Reinforces concluding ideas. - Ensuring that specific emotions/ concepts linger in the reader's mind/ leave a lasting impression. - Creates a sense of finality and closure in the argument.
Tmesis	<p>Inserting a word inside another word.</p>

	<p>Example: Fan-bloody-tastic!</p> <ul style="list-style-type: none"> - Disrupts the normal flow of language, drawing attention to it. - Adds humour or emphasis, making the expression more dramatic.
Cliche	<p>An overused phrase.</p> <ul style="list-style-type: none"> - Highlighting conventional thinking/ emphasises the universality of an experience. - Serves as shorthand for a common experience, allowing for quick comprehension.
Paradox	<p>A statement that seems contradictory but reveals a truth; starts to make sense when you think about it.</p> <ul style="list-style-type: none"> - Invites the reader to reconsider their assumptions, adding depth to the theme.
Imperative	<p>A command.</p> <ul style="list-style-type: none"> - Asserts authority. - This command adds a sense of immediacy, compelling the reader to take action or consider the message. - Directly engages the reader.
Cacophony	<p>A mixture of harsh, discordant sounds.</p> <p>Example: Clashing, banging, clattering.</p> <ul style="list-style-type: none"> - Creates auditory discomfort, reflecting chaos or discomfort in the narrative. - The harsh sounds contribute to the overall atmosphere of disorder.
Humour	<p>Use of wit or comedy.</p> <ul style="list-style-type: none"> - Lightens the tone, making the text more engaging and accessible. - This comedic element serves to soften the impact of [serious theme], making it more palatable for the reader.
Verbal irony	<p>When someone says one thing but means the opposite.</p> <p>Example: "Oh, great!" when something bad happens.</p> <ul style="list-style-type: none"> - Verbal irony adds a layer of sarcasm or humour, creating a contrast between what is said and what is meant. - Adds complexity to the dialogue.
Situational irony	<p>When the opposite of what is expected happens.</p> <p>Example: A fire station burns down.</p> <ul style="list-style-type: none"> - Subverts expectations, highlighting the unpredictability of events.
Dramatic irony	<p>When the audience knows something the characters do not.</p>

	<p>Example: The audience knows the villain is hiding in the room, but the character does not.</p> <ul style="list-style-type: none"> - Creates tension and anticipation by positioning readers as more informed. - Allows audience to feel more engaged with the narrative.
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'Food for thought' when talking about organic food= pun

STRUCTURAL DEVICES

Linear structure	<ul style="list-style-type: none"> - Linear/chronological progression of events. - Guides the reader through a sequence of events with a clear beginning, middle, and end, creating a sense of involvement in the unfolding plot. - Making the experiences feel realistic and relatable. - Ensures the reader can easily track cause and consequence.
Parts/ sections	<ul style="list-style-type: none"> - Division of the text into distinct sections allows the writer to organise ideas thematically, guiding the reader through shifts in focus. - Enables the reader to easily follow along and focus on the significance of these sections in isolation. - The segmentation prevents informational overload, enabling the reader to process ideas progressively. - Similar transitions to each new section, to create a uniform structure that allows the reader to follow along with ease.
Sentence length	<ul style="list-style-type: none"> - Long sentences to add detail. - Long, complex sentences may reflect thoughtfulness or complexity/ depth in argument. - Short sentences for impact/ to build tension. - Short, simple sentences can create a sense of urgency. - Contrast between extended and truncated sentences manipulates pacing, with longer sentences encouraging reflection while shorter sentences create emphasis and urgency. - The writer's shift between flowing and fragmented sentence structures mirrors emotional fluctuation.
Paragraph length	<ul style="list-style-type: none"> - Long paragraphs immerse the reader in detailed exploration, encouraging deeper reflection. - Short paragraphs isolate key ideas and allow the audience to absorb the information gradually. - The alternation between lengthy descriptive paragraphs and brief impactful ones controls the rhythm of the text, sustaining reader interest.
Cyclical structure	<ul style="list-style-type: none"> - Creates a sense of closure and completeness, reinforcing the

	<p>central message by returning the reader to the initial idea.</p> <ul style="list-style-type: none"> - By revisiting the opening motif, the writer emphasises continuity and suggests the lasting significance of the theme. - This structural return encourages the reader to reconsider the text from a reflective perspective.
Lists	<ul style="list-style-type: none"> - Creates a sense of accumulation, emphasising the scale or intensity of the subject. - Structured enumeration organises information efficiently, making the content more accessible. - The rapid succession of items accelerates pacing, conveying urgency/ emotional intensity.
Punctuation	<ul style="list-style-type: none"> - Ellipses create hesitation and suggest unresolved thought, encouraging the reader to infer underlying emotions. - Dashes introduce additional information abruptly, mirroring spontaneity or heightened emotional intensity. - Colons signal elaboration, allowing the writer to emphasise key points with clarity and authority; may be used to state a point and then go on to explain it.
Thematic structure	<ul style="list-style-type: none"> - problem-solution/ cause-effect approach - By grouping ideas according to theme, the writer highlights contrasts and connections, enriching the reader's understanding. - This structure prioritises conceptual development over chronology.
Episodic	<ul style="list-style-type: none"> - captures brief fragments from life. - Presents a sequence of self-contained moments, allowing the reader to observe varied perspectives while building a cumulative understanding.
In media res	<ul style="list-style-type: none"> - Beginning in medias res immediately immerses the reader in the action, creating intrigue and encouraging curiosity about preceding events. - This technique captures attention quickly, making the narrative feel dynamic and engaging.
Parallelism	<p>The use of similar structures in related phrases or sentences to create a balanced effect.</p> <p>Example: "I came, I saw, I conquered." You think ... or you don't. You believe ... or you don't."</p> <ul style="list-style-type: none"> - Creates rhythmic balance, reinforcing key ideas and making them more memorable. - Strengthens persuasive impact.
Rule of three	<ul style="list-style-type: none"> - Creates a sense of completeness, making the description more

	<p>impactful.</p> <ul style="list-style-type: none"> - Produces a satisfying rhythm pattern, creating emphasis and ensuring the reader pays attention to the qualities described.
flashback/ flashforward	The temporal shift allows the reader to understand present events in a broader context.

VOCABULARY FOR ANALYSIS

Conveys	Communicates or expresses a message or feeling.
Emphasises	Highlights or gives importance to.
Imbues	Fills or permeates with a particular quality or feeling.
Evokes	Brings to mind or triggers a feeling or memory.
Portrays	Describes or shows a character or scene.
Highlights	Draws attention to something important.
Depicts	Represents or describes in detail.
Amplifies	Makes something stronger or more intense.
Reinforces	Strengthens or supports an idea or theme.
Underscores	Emphasises or highlights the importance of something.
Connotes	Suggests or implies additional meaning beyond the literal one.
Alludes	Makes an indirect reference to something.
Denotes	Directly indicates or signifies something.
Symbolises	Represents something abstract through symbols or images.
Juxtaposes	Places two contrasting things next to each other to highlight differences.
Accentuates	Emphasizes or enhances the importance of something.
Suggests	Hints at or implies something without directly stating it.
Foreshadows	Hints or warns about a future event or outcome.
Contributes	Adds or helps to develop an idea or theme.
Infers	Deduces or concludes information from the evidence provided.

Illuminates	Makes something clearer or easier to understand.
Illustrates	Explains or clarifies by providing examples or comparisons.
Exemplifies	Serves as a perfect example of something.
Magnifies	Makes something appear larger or more significant.
Mirrors	Reflects or parallels something else, often in a subtle way.
Elucidates	Clarifies or explains something in detail.
Intensifies	Increases the strength or vividness of a feeling or situation.
Engenders	Causes or gives rise to a particular feeling or situation.
Motivates	Provides the reason or cause for an action or feeling.
Enriches	Enhances or adds value or depth to a concept or idea.
Incorporates	

The genre of the text is a [non-fiction/ fiction] [primary form] that integrates elements of a [secondary form]. The target audience appears to be [target audience + description].

One purpose of the text is [primary purpose], and the way in which the writer achieves this is [strategies used throughout the piece].

However, a further purpose of the text is [secondary purpose + strategies used to achieve this purpose]. These stylistic features not only suit the writer's purpose, but would be meaningful to the target audience who would expect a lower level of formality from this particular form.

PEEL for each major literary feature

COMPARATIVE ANALYSIS

1. Reflections on PAF of the 2 texts
2. What is the common theme/ thread that links both texts? What is the main difference in how this common theme is presented due to the differences in form and audience?
3. Identify and explain 2 points of similarities between the two texts.
4. Identify and explain 4 points of contrast between the two texts.

1. When analysing a point, use analytical verbs such as: Develops, shows, emphasises, contrasts, depicts, evokes.

2. To present evidence

- As illustrated in the line..
- This is evidenced by the use of...
- This is demonstrated through...
- For example,...
- In this case,...

3. For explaining and analysing the evidence

- This choice of wording creates a sense of... (analysing the effect of specific language)
- By using [technique], the author aims to... (explain the author's intent or purpose)
- The effect on the reader is likely to be... (considers the audience's reaction)
- This contrasts with the earlier description of... (highlights a difference or shift in the text)
- This is significant because it suggests... (explains the importance of an observation)

4. To connect ideas and provide transitions: Similarly, moreover, in addition, furthermore, consequently, as a result, in contrast, therefore, this leads to,...

5. For concluding and summarising

- Ultimately, the text reveals that... (offers a final, overarching interpretation)
- In summary, the author successfully uses [technique] to... (reviews how a technique achieves a goal)

6. When comparing 2 texts

- In contrast, the text presents...
- While [Text A] focuses on..., [Text B] emphasises
- Similarly
- However

Opinionated/ highlighting beliefs (more pathos) vs objective (more logos)

Editorial

- Discursive (presents multiple arguments)
- Clear stance, but presents multiple perspectives

Advertisement

- Soft sell: Develops urge to visit, Piques interest
- Direct headlines: factual & inviting, evokes anticipatory mood
- Hook
- Positive diction, praises
- Exclamatory sentences to add excitement
- Semantic field of ethical, informed tourism (not just any tourism)
- Research, discoveries & findings
- facts/logos: locations, names
- 2nd person address: personal, inclusive, audience continuously part of journey
- Emotional appeal for call to action
- Brands sell ideas not products; idea could be luxury/comfort, etc.
- Could have features of a blog (conversational tone)
- Present tense adds continuity
- References to claims by experts to establish credibility
- Lexical choices to create effect of smooth luxury (idea the brand is selling)
- Anticipations to its own objections, and provides counterarguments/solutions
- 1. Opening hook + endorsements 2. Series of problems + solutions 3. Anticipates objections 4. Sensory and emotional appeal of product 5. Practical advice and brand promotion 6. Call to action + brand recall
- Technical advice for credibility
- Contrast: negative vs positive diction

Memoir: specifically selected memory; explores a single event of life in detail.