






<p>Purpose why a text has been written</p>	<p>Forms the type of text it is</p>	<p>Skills what you need to be able to do</p>
<p>Inform - to communicate knowledge or facts; to tell the reader something really useful</p> <p>Persuade - to get the reader to do or think something specific</p> <p>Argue - to put forward a structured point of view, with facts and opinions to support it</p> <p>Describe - to give a detailed account of how something looks/acts/sounds</p> <p>Explain - to make the meaning of something clear / give an account of a process</p> 	<p>Some examples of different forms...</p> <ul style="list-style-type: none"> • adverts • newspaper front pages • leaflets • web pages • magazine articles • information texts • advice leaflets • travel guidebooks • cookbooks • charity appeals 	 <p>Interpret - to explain the implied or deeper meaning in a text</p> <p>Analyse - to look at a text in close detail and explain how it is put together</p> <p>Evaluate - to judge the effectiveness of a text; what works well and what doesn't</p> <p>Compare - to say what is similar and different about two things and suggest why</p>

<h2 style="text-align: center;">Presentational devices</h2> <p style="text-align: center;">how the text looks</p>	<h2 style="text-align: center;">Language techniques</h2> <p style="text-align: center;">words/phrases that are chosen for effect</p>	<h2 style="text-align: center;">Other key words</h2>
<p>Some examples of presentational devices ...</p> <ul style="list-style-type: none"> • colour • images • sub-headings • bullet points • columns • captions • headlines • pictures • photos • diagrams • fonts • use of bold • use of <i>italic</i> • use of <u>underline</u> <div style="text-align: center; margin-top: 20px;">  </div>	<p>Pronouns - you, me, I, he, she - often used to address the reader</p> <p>Rhetorical Question - a question designed to get the reader thinking - doesn't need an answer</p> <p>Repetition - using the same word or phrase more than once for effect</p> <p>Rule of three - using a word in a list of three</p> <p>Adjectives - 'describing' words</p> <p>A slogan - might use rhyme - a catchy phrase</p> <p>Alliteration - repeating sounds at the start of words</p> <p>Exaggeration/hyperbole - using language to make something sound better or worse than it is</p>	<div style="text-align: right; margin-bottom: 20px;">  </div> <p>Vocabulary - the words that are used</p> <p>Quotation - when you take someone else's words to use in your answer</p> <p>Audience - who the text is aimed at (gender, age, class, ethnic background)</p> <p>Facts - something that can be proved to be true</p> <p>Opinions - something which can be disproved</p> <p>Denotation - what you can see on the page</p> <p>Connotation - what the presentational device makes you think of</p>