**INTRODUCTION**

1. **Analyze how audience and purpose affect the structure and content of the text.** 
   1. What is the Purpose of writing this text? (Inform/Persuade/Entertain)
   2. 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**

**How are the language and meaning shaped by culture and context within this text?**

**Are there Ideological Issues or any forms of bias?**

Power

Gender

Ethnicity

Taboo

Identity

Variety/culture

**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 personalization

Lexical clusters

Phrasing and diction

Sentence length/complexity

Paragraph breaks

contrast in content

rhetorical devices – alliteration, internal rhyme, assonance, consonance (Refer to the Glossary in the Resource Booklet)

tonal shifts

tone/atmosphere

**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

colors

position so as to offer emotional appeal

graphics

Pictures as hyperlinks (since it is a website) – why have those hyperlinks been placed?

Examine purpose and quality of individual images and link to relevant phrases if possible

Tag lines for graphics

**Do you have a developed argument which is effectively organized?**

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

**CONCLUSION**

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