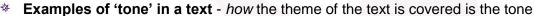# Features and Purpose of Text

- **Examples of text features** – features of text help you identify what the document is without having to read the content.
    - Headings or sub-headings
    - Headlines
    - (Numbered) Bullet points
    - Columns
    - Length of paragraphs (short paragraphs are less formal)
    - Length of sentences (short sentences are less formal)
    - Pictures / Images
    - Use of facts and figures
    - Use of colour / bold text / italics to emphasise text
    - Direct or indirect speech or quotes
    - Formal / informal / technical / emotive language or jargon

- **Examples of 'tone' in a text** - *how* the theme of the text is covered is the tone
    - Formal
    - Informal
    - Intimate
    - Solemn
    - Playful
    - Serious
    - Ironic
    - Condescending

- **Types of document**
    - Article
    - Set of instructions
    - Letter of complaint
    - Leaflet
    - Report
    - Contract

- **Purpose of text –** Consider why the author has written this piece of text, what do they intend to do to their audience (always starts with 'To …')
    - To inform
    - To persuade
    - To instruct
    - To explain
    - To describe
    - To warn
    - To entertain
    - To advise
    - To promote
    - To advertise
    - To discuss / debate

- **Examples of language used to identify purpose of text**
    - Persuasive language
    - Imperatives (orders)
    - Informal / colloquial / slang language
    - Formal / jargon / technical language
    - Emotive language
    - Rhetorical questions

- **Bias -** Learners should consider whether:
    - The argument is balanced – both sides are presented using the same type of language / evidence / images etc.
    - It is biased – more emotive language / evidence / images are used to back up one point of view compared to the other

- **Strategies to guess meaning**
    - Look at the context of the word within the text
    - Guess from the structure of the word, e.g. from the root of the word
    - Look for synonyms, antonyms or definitions included within the context of the sentence / text.