

- Text type ; context ; form ; structure
- Audience
- Purpose
- Source

\* First person narrative:

- the reader immediately gets involved with the writer
- may provide a biased view
- allows the reader to directly access the writer's thoughts.

\* Third-person narrative:

- provides a range of point of views ; no prejudice
- usually is NOT biased.

\* Second person narrative:

- evokes emotion
- invites the reader into the context
- makes the reader think / imagine.

\* Colloquial (informal) language:

- creates a conversational tone
- appeals to a younger audience.

\* Formal language:

- Makes the writer trustworthy
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- Easier to understand.

\* Long sentences

- for description; engages the reader.
- brings out intensity of the situation.

\* Short sentences

- gets the point across in a sharp, clear way
- adds suspense; engages the reader.

\* Ellipsis (...)

- adds a pause

\* Comma (,)

- to separate out things in a list

\* Dashes (-)

- elaborate on a point
- emphasize the point
- adds a pause

\* Colon (:)

- introduces a list

\* Semi-colon (;)

- join two linked thoughts together
- separate items in a complex list.

\* Power of three

- highlights a point.

\* Alliteration

- repetition of consonants at the start of words.
- highlight and emphasizes the point
- adds a rhythm.

\* Plosive sounds

- repetition of 'p' and 'b' sounds
- displays anger and harshness

\* Onomatopoeia

- adds emotions via sounds

\* Antithesis

- Contrast between ideas close to one another

\* Juxtaposition

- contrast in ideas throughout the passage

\* Oxymoron

- two opposite words placed side by side.

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\* Parallel structure

- uses same pattern to show two or more ideas have the same level of importance.
- eg: if you can't fly, then run. If you can't run, then walk.

\* Jargon

- subject specific vocabulary
- understood only by a particular audience.

\* Semantic field

- a group of words referring to a specific subject or emotion

\* Euphemism

- a mild or indirect word/phrase substituted for something harsh.

\* Imperatives

- command words (eg: must, go...)
- creates a sense of authority / hierarchy
- persuasive / assertive

\* Repetition

- used for emphasis.

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- Anaphora: repetition of word/phrase at start of a sentence
- Epiphora: repetition of word/phrase at end of a sentence.

\* Simile and Metaphors

- creates visual images
- gets the point across clearly

\* Anecdotes

- a short story from a past experience
- engages and interests the reader
- emotive / persuasive

\* Personification

- allows the reader to relate to the object
- makes the mood more intense.

\* Pathetic fallacy

- environment reflects emotions of the character.

\* Rhetorical questions

- provokes the readers thoughts and involves them into the passage. (emphasis)

\* Pun

- For humour or to be ambiguous.

\* Symbolism

- an object stands for an emotion / idea.

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\* Idiom

- expresses emotions easily

eg: put icing on the cake.

\* Hyperbole or exaggeration

- adds emphasis

\* Understatement

- for ironic or comical effect.

\* Satire

- make fun of something (a topic or issue) in order to criticize or make a point.

\* Introduction

- Purpose of the passage.
- Overview of the passage.

\* Point to comment on

Evidence using 'quotation'  
Analysis to show its effect.

\* Conclusion

- Overall effect of the passage
- How the writer achieves his purpose.