**Analyzing Texts - 'The Big 5'**

*Make a copy of this document and use it when analysis of texts.*

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| **ASPECT** | | **TEXT 1 - Volkswagen** | **TEXT 2 - Jalna** |
| **1** | **Audience and** [**Purpose**](https://docs.google.com/document/d/1Ea7QAiEa4xnswv_1jG1UwkaMxYWzMtCAhDy_upij9xY/edit#heading=h.sflfjag841sb)  **Context of composition**  - Describe the time and place that this text was produced.  - Who wrote the text?  - Why was the text produced? (Purpose)  **Intended audience / context of interpretation**  - Who was this text aimed at?  How can you tell?  - What are the circumstances of the intended audience? How might these factors influence the reading of the text?  - In what ways does the text anticipate the needs and reactions of the audience? |  |  |
| **2** | **Content and Theme**  *Content* is what is **in** a text.  *Themes* are more what a text **is about** (big ideas).  **Content**  - What is this text about? What is happening?  - What references are made in the text? (people, places, things, ideas)  **Theme**  - What is the author’s message?  - What is the significance of the text to its audience?  - What is the text actually saying? |  |  |
| **3** | [**Tone and Mood**](https://docs.google.com/document/d/1p5FYormRgqiDj6MJ4xoAEkhaiNRzEz5vjwZdlxP2pdU/edit)  *Tone* refers to the implied attitude of the *author* of a text and the ‘voice’ which shows this attitude.  *Mood* refers more to the emotional atmosphere that is produced for a *reader* when experiencing a text.  - What is the writer’s tone?  - How does the author sound?  - What kind of diction does the author use to create this tone?  - How does the text make the reader feel? (mood)  - How does the diction contribute to this effect?  -  How does the tone and mood help further the main idea and purpose of the text? |  |  |
| **4** | **Stylistic Devices**  *Style* refers to the ‘*how’* of a text; how does a writer achieve his or her purpose? (e.g. rhetorical devices, figurative language, diction, punctuation, syntax etc…)  - What stylistic devices does the writer use?  What effect(s) do these devices have on a reader?  How do these devices help further the main idea and purpose of the text? |  |  |
| **5** | **Structure / Layout**  Structure refers to the [*form*](https://docs.google.com/document/d/1Ea7QAiEa4xnswv_1jG1UwkaMxYWzMtCAhDy_upij9xY/edit#heading=h.sflfjag841sb) of a text.  - What kind of text is it?  What features let you know this? (Start [here](https://drive.google.com/open?id=0B3BORrtzoiQuc1FLMGtqWDZiaG8), but can research online as well)  - What structural conventions for that text type are used?  - Does this text conform to, or deviate from, the standard conventions for that particular text type?  - How does the structure and layout help further the main idea and purpose of the text? |  |  |