



Audience: Who is the text aimed at? Age, gender, likes/dislikes etc. Look at whether the text is serious, formal, funny etc.



Purpose: What is the purpose of the text? What are they trying to make you think/believe/do? For what reasons has it been made?



Presentation: How is the text presented? Consider, images, fonts, colour, order of information, positioning of images etc, text boxes and bullet points.



Language: How does the language fit the purpose and audience? Are any linguistic techniques used, such as facts and statistics, humour, rhetorical questions, similes, metaphors etc.



Effect: What are the effects of the language, presentational devices, etc? Has the text achieved its overall purpose?