**The purpose**

* To inform
* To explain
* To persuade (the reader) that…
* To argue that…
* To entertain
* To express (sorrow, joy, anger etc.)

**The text**

* is aimed at…
* is directed at…
* targets…

**The author**

* describes/depicts/portrays/illustrates…
* argues that…
* suggests that…
* demonstrates that…
* recalls…
* compares…

**Tone**

* jubilant, joyful, exuberant, excited, enthusiastic, dramatic
* dark, somber, melancholy, gloomy, bleak, solemn, earnest, serious
* light, playful, flippant, tongue-in-cheek, good-humoured, whimsical
* satirical, mocking, sarcastic, ironic, cynical, irreverent, sinister
* angry, bitter, harsh, assertive
* impersonal, detached, dispassionate, clinical, cold
* personal, intimate, emotional, lyrical, poignant, sentimental, warm
* calm, philosophical, reflective, gentle, mellow, tranquil, tender
* conversational, matter-of-fact
* self-mocking
* formal, stately

**Point of view**

The text is written in the first (I) / second (you) / third (he/she) person

The author is omniscient

The person adopts a ‘persona’

**The author presents**

* a panoramic view of…
* a close-up view of…

**The author is**

* objective/detached/unemotional
* biased/prejudiced/emotionally involved
* optimistic/pessimistic
* skeptical/cynical

**Structure**

* linear
* circular
* logical
* coherent
* has an argument, counter-argument and resolution
* moves from general to particular
* has a question-answer structure

**Sentences**

* parallel
* formal
* elegant
* rhythmical
* short, concise
* long, complex
* forceful, emphatic
* inverted (does not follow the normal subject-verb-object pattern)
* jerky
* loose, rambling
* ungrammatical

**Poetry**

* regular/irregular (structure/rhythm)
* fluent (rhythm)
* jerky, interrupted
* A-B-A-B (etc.) rhyming scheme
* Stanzas (=verses)

**Figurative Language**

* Imagery
* Symbolism
* Analogy
* Allegory
* Simile
* Metaphor
* Personification
* Onomatopoeia
* Anaphora

**This image**

* suggests that…
* implies that…
* conveys…(an emotion, idea etc.)
* captures (an idea etc.)
* symbolizes…
* represents…
* alludes to…
* has connotations of…
* compares \_\_\_\_ to…
* likens \_\_\_\_ to…

**This image is**

* vivid
* memorable
* effective (WHY?)
* sensuous
* witty
* humorous
* startling
* shocking
* harsh
* complex
* natural
* resonant
* unusual
* clichéd

**Diction**

* simple, plain, colloquial, informal
* elevated, literary, poetic, formal
* concrete, precise
* obscure, technical, pedantic
* vulgar
* standard English/Non-Standard English, a regional dialect, slang
* words associated with…