**National 4 Added Value Unit**

**Suggested Structure and Self Assessment Checklist**

**Section One - Introduction**

This section should be roughly 150 words long.

* Introduce the texts you are writing about.
* Say where the texts come from and briefly mention the main ideas in each one.
* Say who the **AUDIENCE** is for each text (they are likely to be different!) and explain how you worked this out.
* Say what the **PURPOSE** is for each text. Give some evidence from the text itself to show how you know this.

**Section Two – Text One**

This section should be roughly 250 words long. You should analyse three different examples from the following:

* Explain the **main** **ideas**/points/information in this text
* Examine how aspects of language have been used to achieve particular effects in the text. You may like to look at:
	+ **Word choice**
	+ **Imagery** (similes, metaphors, personification)
	+ **Alliteration**, catchy slogans
	+ **Humour, puns, irony**
	+ **Emotive** language
	+ **Persuasive** **language** **techniques**: rule of three, rhetorical questions, repetition etc

Look at the format or layout of the text. Has this been used to create any particular effects?

* Paragraphing, subheadings, headlines
* Use of fonts, text size, colours...
* Graphics, icons, images...
* Camera angles, sound, digital techniques (for video texts)

**Section Three – Text Two**

Repeat the above process for the second text you have selected. Again, this should be roughly 250 words long.

**Conclusion**

Say how well you think each text has met its purpose by referring to the features you have analysed.

State which text you think is the most successful in your opinion. Remember to give evidence for your opinion.