**5th PARAGRAPH**

**Use of literary devices**

* Appeal – ethos/pathos/ logos
* Allusion
* Parallelism
* Simile
* Metaphor
* Personification
* Name-calling
* Hyperphora
* Anecdote
* Antithesis
* Jargon
* Alliteration
* Imagery
* Anti-climax
* Juxtaposition

**7th PARAGRAPH**

**Conclusion**

* Justify the introduction
* How have you explained the whole text?
* Through devices, diction, the stylistic convention etc)
* Restate the thesis

**3rd PARAGRAPH**

**Content and Theme**

Summary

(20 lines)

Movement (action; development of Character, ideas

No evidence required

Key Ideas or Basic ideas

**1ST PARAGRAPH**

* **Identify the convention***- text , blog, advert: (celebrity, brand name , tag)- opinion column, newspaper clipping(newsworthiness, sensationalism), poster,*
* **Justify identification**
* **Thesis statement**
* **Uniqueness of the given extract**

**6th PARAGRAPH**

**Structure**

* Combination of text/ graphics
* Statistics
* Title
* Captions
* Copy
* Font
* Typography
* Headline
* By-line
* Date

**4th PARAGRAPH**

**Tone and Mood**

* Exuberant
* Happy/Joyful
* Witty
* Excited
* Humorous
* Sad
* Depressed
* Sarcastic
* Critical
* Satirical
* Opinionated
* Sceptical
* Acidic

TONE

* Informative
* Instructional
* Objective
* Philosophical
* Didactic
* Preachy

Identify the tone (justify with evidence)

* Diction
* Vocabulary
* Prases
* Visuals
* Statistics
* Title

Justify Show Evidence, Explain (PEEL)

Show variety in your response

Tone will lead to the mood

Justify with evidence

**Target audience**

(Justify evidence)

**2nd PARAGRAPH**

**Audience and Purpose**

* Inform
* educate
* warn
* entertain
* persuade
* convince
* discuss
* narrate
* express opinion