

# STRUCTURE

## Intro

- 3-4 sentences
- Hook
  - 1-2 short sentences
- Text type and date of publication
- Topic of text
- Author and target audience
- Purpose of text
- Thesis statement
  - Should be an “answer” to GQ
    - Include guiding question vocabulary
  - Include a “rich idea”
    - Connect the text with a greater idea or implication that is used to achieve its purpose.
    - Then the rest of your essay will provide evidence to support this idea.
  - Structure
  - Tone/mood

## Body 1

- 6-8 sentences
- Topic sentence
  - Explain theme of paragraph briefly
- 3 to 4 authorial choices mentioned and explained
  - Mention specific location in text
  - Name authorial choice
  - Name effect on reader
  - Evaluate effectiveness
  - Link to thesis
- 1 to 2 word transitions between ideas in paragraphs.
- Link to next body paragraph.

## Body 2

- 6-8 sentences
- Topic sentence
- 3 to 4 authorial choices
  - 1 to 2 word transitions between ideas in paragraphs
- Link to next body paragraph

## Body 3

- 6-8 sentences

- Topic sentence
- 3 to 4 authorial choices
  - 1 to 2 word transitions between ideas in paragraphs
- Link to next body paragraph

## Body 4

- 6-8 sentences
- Topic sentence
- 3 to 4 authorial choices
  - 1 to 2 word transitions between ideas in paragraphs
- Link to next body paragraph

## Conclusion

- 3-4 sentences
- Synthesize paragraphs
  - How do the topic ideas in the paragraphs come together to ultimately deliver the message?
  - Avoid listing off authorial choices
- Link back to the thesis statement
- Final transition to closing statement.
- Final thought about the greater purpose and implications of the text

## Language

- No contractions
- Academic language
  - Not overly emotional or assertive
- Small amount of voice throughout the paper

## TEXT TYPES

### Website

- **Multimodal** text
  - Images, hyperlinks, text
- Structure:
  - Navigation menu
  - Sidebar
  - Header
    - Logo, branding
  - Footer
    - Additional information
  - Banner
  - Hyperlinks
    - Used to direct to additional information

- Call to action buttons
- Textual features
  - Generally short paragraphs and sentences.
  - Clear and easily understood language
  - Images and icons interspersed with text.
- Visual features
  - Use of different font
    - Weight, style, size
  - Use of different colors
    - Impacts tone and mood

## Advertisement

- Multimodal **persuasive/attention grabbing** text
  - Images and text
- Structure
  - Header
  - Paragraphs of text
  - Background image
  - Logo and branding
- Textual features
  - Very short, catchy sentences
  - Often informal, with use of witticisms, puns or gags
  - Direct and clear
- Visual features
  - Use of colors, font and images to attract attention and establish a brand identity

## Speech

- **Persuasive** text
- Structure
  - Introduction, body, conclusion
- Textual features
  - Straightforward and clear language
  - Relatively short and aims to be memorable
  - Use of different modality (certainty)
  - Many **persuasive** authorial choices

## Letter

- **Formal** text
- Structure
  - Address
  - Recipient
  - Date
  - Salutation, introduction, body, closing statement, ending message
- Textual features

- Can be persuasive and informative
- Almost always maintains a formal tone

## Review

- **Analytical** text, but can also be a multimodal blog post or video
- Structure
  - Introduction
  - Body paragraphs with ideas supported by evidence
  - Conclusion
- Textual features
  - Analytical and can range from formal to informal
  - Opinionated but backed by evidence to create a compelling argument

## Comic

- Multimodal text that relies heavily on **images**
- Structure
  - Often includes a joke or satire
  - Relatively short
  - Structured by panels with pictures and text
- Textual features
  - Short, often informal language
  - Usually in speech bubbles, imitates speaking
  - Sometimes uses onomatopoeia for sound effects
  - Use of symbols

## Brochure

- **Informative and persuasive** multimodal text
- Structure
  - Usually 4-6 pages
  - Very little text, often in small paragraphs or a few sentences
  - Images, logos and icons play a key role
  - Impact of color choice, image subjects and font choice
- Textual features
  - Very straightforward and direct language

## Infographic

- **Informative** multimodal text
- Structure
  - Very direct and often little text
  - Lots of data use
  - Usage of charts, such as pie charts and bar charts
  - Use of symbols to convey information clearly
  - Logical layout and hierarchy
  - Engaging and cohesive visuals

- Data used to support a key focal point
- Textual features
  - Concise text
  - Usage of data, in addition to visualized data

## TEXTUAL AUTHORIAL CHOICES

### Alliteration

- **Repetition of an initial consonant sound**
- Grab's the reader's attention
- Can create a mood or rhythm

### Anaphora

- **Repeating the first part of a sentence.**
  - "The beginning of wisdom is silence. The second step is listening."
- Emphasis on words
- Can create an emotional effect like passion in the audience.
- Adds rhythm making it easier to read and remember.

### Antithesis

- **Having two opposite ideas in a sentence.**
  - "One small step for man, one giant leap for mankind."
- The ideas are opposing but not contradictory.
- Emphasizes ideas
- Makes the point more clear
- Can communicate the complexity of a situation by being confusing at first

### Epiphora

- **Repeating the ending words of a sentence.**
  - "When I was a child, I spoke as a child, I understood as a child, I thought as a child."
- Emphasize the ending words and message.
- Gives unique rhythm.
- Can convey importance.

### Hyperbole

- **Exaggeration of ideas.**
- Can create an amusing effect.
- Makes everyday things sound more remarkable.
- Can create contrast if compared to something else that is described without exaggeration.
- Helps visualize emotions and mood.

## Metaphor

- **Comparing two things directly.**
  - “Your mother was a hamster and your father smelled of elderberries!”
- Gives the reader another way of thinking about something.
- Creates an image for the reader.

## Simile

- **Comparing two things using the words “like” or “as”.**
  - “That man eats like a pig!”
- Gives the reader another way of thinking about something.
- Easier to visualize.
- Easier to understand.

## Onomatopoeia

- **A word which is read in a similar way to the sound of what its describing.**
  - “Creak”, “buzz”, “meow”
- Helps the reader hear the sounds.
- Immerses the reader in the author’s world.

## Parallelism

- **Using components in a sentence that are grammatically the same or have similar sounds or construction.**
  - “Like father, like son.”
  - “They got together and talked, laughed and giggled.”
- Adds rhythm to sentences.
- Used in literature to convey a message.
- Persuasive because an idea is emphasized and is easy to remember using the structure.

## Personification

- **When an idea, animal or object is given human characteristics.**
  - “The sky weeps.”
- Helps readers empathize with non-human characters.
- Conveys a mood or tone.
- Gives deeper meanings.

## Repetition

- **Repeating words or phrases.**
  - Includes anaphora, epiphora, etc.
- Grabs reader’s attention.
- Emphasizes a word or idea.
- Creates rhythm.

## Rhetorical Question

- **A question which is meant to be unanswered.**
- Emphasize a point being made.
- Used to persuade people.
  - Makes them think about the point being made.

## Synecdoche

- **Referring to something by one of its parts.**
  - “Wheels” to refer to a car
  - “Bread” to refer to food or money.
  - “Blue collar job” to refer to labour intensive work
- Creates symbolism
- Keeps writing concise and engages the reader because they have to think about the meaning.
- Sounds colloquial.

## Metonymy

- **When the name of something is replaced with the name of something else that's associated with it.**
  - “Crown” refers to authority and power.
- Creates symbolism.
- Draws reader's attention because words could have deeper meaning to them.
- Specific word choice can create a certain feeling.

## Enjambment

- **In poetry, when the sentence continues onto the next line.**
- Makes the poem's rhythm faster.
- Adds surprise because the reader has to keep reading to know what the author is saying.
- Makes writing have a sense of urgency.

## Informal Language

- **Personal, colloquial sort of language.**
- Writing becomes more casual and relaxed.
- Sets up a close relationship with the reader because the author is speaking at our level.
  - Author sounds more genuine and friendly.

## Formal Language

- **Doesn't use colloquialism, contractions or first person.**
- Makes text sound more authoritative and powerful.

## Perfect Rhyme

- **When the final stressed vowel and all the next sounds are identical.**
- Gives rhythm to the poem.
- Emphasizes certain words.
- Adds a sort of finality to stanza or couplet.
- Musical quality.

## Half-Rhyme

- **Ending consonants match, preceding vowels don't.**
  - "Hold" and "bald".
- More variety of words for the author to work with.
- The reader becomes surprised, because they don't know what to expect.

## Short Sentences

- **Short sentences can sound more authoritative like an order.**
- Tend to give more clarity and be more direct.
- Easily communicates necessary information.
- Depends on language used.

## Long Sentences

- **Long sentences may sound formal or even conversational.**
- Can be more difficult to understand.
- Depends on language used.

## Aposiopesis

- **Suddenly breaking off in speech.**
  - "All of a sudden-"
  - "I can't believe that..."
  - Identified with a dash or ellipsis.
- Shows strong emotion.
- Allows readers to finish the sentence themselves.
- Can create suspense or mystery.

## Imagery

- **Auditory Imagery**
  - Describing specific sounds that are happening in a story.
  - Includes onomatopoeia.
- **Olfactory Imagery**
  - Describing a particular smell.
- **Visual Imagery**
  - Appeals to the sense of sight.
  - Describing visuals.

- **Gustatory Imagery**
  - Describing taste.
  - Usually used to describe food.
- **Tactile Imagery**
  - Appeals to the sense of touch.
  - Describing textures, temperature, etc.
- **Kinaesthetic Imagery**
  - Describes movement or actions of objects and people.
  - Can be combined with other types of imagery, such as visual or auditory.
- All imagery is used to create a picture in the reader's mind.
- It helps visualize what is happening and draws the reader into the text.

## Hypophora

- **When a question is raised and then immediately answered by the author.**
- Creates curiosity in the reader.
- Captures attention.
- Helps introduce new topics of discussion.
- Creates a tone of conversation.

## Anastrophe

- **Changing structure of the sentence so that it's in an unusual grammatical order.**
  - "Truly wonderful, the mind of a child is."
- Makes it sound more wise and profound.
- Can be used ironically to achieve a comedic tone.
- Makes the reader think longer about what the author is saying.

## Tricolon

- **A series of three parallel words, phrases or clauses.**
- Triadic structure.
- Emphasizes a point in a memorable way.

## Quaestio

- **Use of question after question after question.**
- Creates a sense of urgency and tension.
- Can be used to emphasize a point.

## Synthetic Personalization

- **Creates a fake relationship between the audience and the author.**
- Can be used to persuade the reader or resonate emotions.

## Polysyndeton

- **Repeated use of “and”, “but” and “or” in a sentence to make it very long.**
- Conveys a sense of urgency or passion.

## Motifs

- **A recurring subject, theme or idea.**
- Creates a sense of continuity within a work.

## Symbolism

- **A symbol is something used for or regarded as representing something else.**
  - A material object representing something, often something immaterial; emblem, token, or sign
- Symbolism can be used to add depth to writing and make the reader think about what they are reading.
- Some symbols are extremely recognizable, and can make webpages or logos easily understandable.

## Chiasmus

- **Reversal of grammatical structures in successive phrases or clauses, but no repetition of words.**
  - “Despised, if ugly; if she's fair, betrayed.”
- Makes the audience think about the meaning.
- Creates an impression of intellectual thought and capability by the author in the minds of the reader.

## Anecdote

- **A short account of a particular incident or event, especially of an interesting or amusing nature.**
- Used to connect the reader with the author on a more personal level.
- Can create a colloquial and conversational tone.

## Lexical Cluster

- **A collection of words relating to a similar topic or theme using closely together.**

- Can be used to create a certain feeling.
- Grabs attention and clearly demonstrates an idea.

## Superlatives

- **Relating to, or noting the highest degree of the comparison of adjectives and adverbs.**
  - Most, greatest, smallest
- Creates a feeling of significance or importance of what is being described.

## Witticism

- **A witty remark or sentence.**
- Can create a comedic tone to the writing and engage the reader.

# VISUAL AUTHORIAL CHOICES

## Colors

- **The colors used in an image, website, advertisement, etc.**
- Different types of colors can indicate different emotions or moods.
  - Lighter and more saturated colors can be relaxing and uplifting.
  - Desaturated colors can be melancholic or serious.
  - Dark colors can feel oppressive.

## Contrast

- **To show striking difference when compared with or viewed alongside something else.**
- Colors can also be used to create contrast, which occurs when two very different colors meet (such as black and white).
- Contrast draws attention and can be used to emphasize something.

## Font

- **A complete assortment of types of one style and size.**
- Different types of font can evoke different moods and feelings.
- It is based on size, font weight, font style (serif, sans serif) and color.

## Layout

- **An arrangement or structure of a text.**
- Layout affects how a reader views a work, and can be adjusted to emphasize certain details.

## Focal Point

- **The point at which all elements or aspects converge; center of activity or attention.**
- The focal point of an image is the part of the image that is emphasized and where the reader is first drawn to.

## Images

- **Pictures, illustrations, compositions.**
- Images, often present in advertisements, brochures and websites, can be used to communicate ideas and emotions.
- The evoked mood depends on the colors, subject of the image and context.

## Symbols

- **A logo or icon that represents something else.**
- Symbols can be instantly recognizable, allowing for effective communication of ideas.
- Can make it easier to navigate through a text or can signal certain ideas.

## Charts

- **A diagram that visually represents information.**
- Informative charts are commonly used in infographics, to convey information from data.
- They allow readers to visualize data and communicate it effectively.
- They can also create an appeal to logos, due to the use of data.

## Scene

- **The setting of a scene (on set or on location) and the objects (props) visible in the scene.**
- Can affect the focal point, content or mood of an image.

## Lighting

- **How an image is lit.**
- The intensity, direction and quality of lighting can influence the audience's perception of the character, action, theme and mood.
- Highlights often emphasise things, whereas shadows hide things.

## Space

- **The space between objects in a scene, or negative space created by the space taken up by objects.**
- Space affects how a picture is interpreted.
- Depth, size, proximity and proportions of the place and objects in the picture determine the mood or relations between elements in the picture, thus creating a story.

## Composition

- **The organisation of objects, actors and space within the frame.**
- A balance of symmetry means that there is an equal distribution of light, colour and objects.
  - Can create a sensation of balance or order.
- In the instance of unbalanced symmetry, the viewer is likely to pay more attention to the imbalances within the photo.

## Costumes

- **Outfits and appearances of people or animals in pictures.**
- Certain colours and designs signify characters or make distinctions between characters.

## Low Camera Angle

- **The camera is looking up at the subject.**
- The subject looks larger and more imposing.
- Creates the impression of power in the subject.

## Straight Camera Angle

- **The camera is at eye level with the subject.**
- The subject looks equal to, or alongside the viewer.
- The straight angle makes the viewer feel equal to the subject and helps them identify with the subject.

## High Camera Angle

- **The camera is looking down on the subject.**
- The subject appears small.
- The angle creates the impression of weakness or vulnerability in the subject.

## Framing

- **The amount of space around a subject or focal point.**
- If the subject is framed with a lot of empty space around them, they might feel weak or isolated.

- If the subject takes up the majority of the frame, they might feel powerful or oppressive.

## Dutch Angle

- Tilting the camera so that the vertical lines in the picture are at an angle to the frame.
- Can be used to create a sense of dynamism or unease, depending on the context.

## TIPS AND PITFALLS

- Fully realize the outline, and spend extra time on it if need be
  - Once you have a clear outline, then everything will easily fall into place.
- Avoid excessive repetition and writing
  - Remember to reference the GQ and explain your authorial choices, but don't repeat yourself.
  - Try to group things up.
- For the thesis statement, don't repeat all the authorial choices you're going to go over, it makes the introduction too bloated.
  - Instead save it for the body paragraphs and eventually the conclusion.
  - Your thesis statement should focus on a rich idea.
- Always connect your authorial choices with the main claim/rich idea.
- Connect your rich idea to the guiding question.
  - Often the question asks about how the text uses one or more aspects to reach a certain goal (persuasion, promotion, etc.)
  - The rich idea should be a stepping stone to achieve this goal.
  - Authorial choices -> Rich message/idea -> purpose of text
- Always include the text type and context and its implications.
- Remember context and audience.