Language Analysis- Basic Structure- Single Analysis

Introduction-

Name the type of article, the author, when and where published
Contention/Purpose and the Issue/stakeholders(audience).
Tone (or use Tone as a phrase in the contention sentence)
 Signpost how the author proves their contention.

Paragraph 1-
Topic sentence- How the author positions no. 1. Explain how language is used and how it works. Quote the persuasive technique (no more than one line- better if only a few words). Explain how the author has used the technique to position or manipulate the reader in order to support their purpose. Discuss how the audience is being positioned to think. (Link)

Paragraph 2-

Topic sentence- How the author positions no. 2. Explain how the language is used and how it works. Quote the technique. Explain how the author has used the language to position or manipulate the reader in order to support the purpose. . Discuss how the audience is being positioned to think. (Link)

Paragraph 3-

Topic sentence- How the author positions no. 3. Explain how language is used in this article and how it works. Quote the technique. Explain how the author has used the language to position or manipulate the reader in order to support the purpose. Discuss how the audience is being positioned to think

Conclusion-

Recap the type of article. Recap the author's purpose and audience, tone and metalanguage the author has used and what effect on the readers they have had.

*****This is a basic outline. As you experiment with advanced vocabulary and more sophisticated analysis, you can mix the order of sentences in order to gain maximum effect.*********

Language Analysis- Structure of the 'Hybrid' Approach

Introduction-
Name the type of articles, the authors, when and where both were published
What is the issue, who are the key stakeholders and what are the Contentions of each text
Tone of each(or use Tone as a phrase in the contention sentence) as part of the explanation of the purpose and audience of each of the articles.

Paragraph 1-

Topic sentence about the first text- try to mention the perspective taken on the issue. Then explore the contention/purpose/audience when explaining how the reader is positioned. You can mention persuasive techniques used, BUT DON"T JUST LIST THEM. You also should not explore techniques you will use in the compare and contrast paragraphs- this will just double up the writing you do and slow you down in the Outcome. Explore the language used by the author in order to manipulate/position/persuade.

Linking sentence- either to the next paragraph or to the issue (in particular the perspective taken in this text)

Paragraph 2-

Topic sentence about the second text- mention how the perspective is different from the first text.
Then explore the contention/purpose/audience when explaining how the reader is positioned. You can mention persuasive techniques used, BUT DON"T JUST LIST THEM. You also should not explore techniques you will use in the compare and contrast paragraphs- this will just double up the writing you do and slow you down in the Outcome. Explore the language used by the author in order to manipulate/position/persuade.

Linking sentence- either to the next paragraph or to the issue (in particular the perspective taken in this text)

(If it is a triple analysis- you will need a third paragraph that looks at the third article/ image/cartoon)

Paragraph 3- (*look at the similarities in techniques to explore the differences in purposes)*

General topic sentence about the similarities in the articles. Compare - that is look at the similarities between the texts (it may be persuasive strategies or tone) and explain what effect the similarities have. Explore how the similarities in the articles have been used for different purposes- that is to persuade. E.g. *Both authors have used rhetorical questions in their piece. While Riley uses it to attack the government for its stupidity in allowing teenagers to drink while underage, Smith uses a rhetorical question to show that it is the parents fault, not that of the government when it comes to teen binge drinking.*

Paragraph 4- (*look at the difference in techniques used to explore the similarities in purpose.)*
General topic sentence about the differences in the articles. Contrast - that is look at the differences between the texts (it may be persuasive strategies or tone) and explain what effect these differences have. Explore how the differences in the articles have been used for a similar purpose- that is to persuade. E.g. *Bolt, in using expert evidence from clinical psychologist Bob Brown, positions the reader to agree with his contention that teenage binge drinking is a problem in our society. At the same time Riley is positioning her audience to agree with her contention, although she uses evidence in the form of an emotional anecdote about teen alcoholic Sally in order to do so.*

Conclusion

Recap the issue, the perspectives taken by each author and tone. Outline the persuasive strategies used in each piece in order to achieve their respective purposes and summarise your compare and contrast.

Language Analysis- Structure of a comparative Analysis-

'The Integrated Approach'.

Introduction-
 Outline the issue and perspectives. Name EACH author , text type (lets call them Text 1 and Text 2), when and where published. Outline the issue, contentions/purpose of each and explain how they differ or are the same. Compare tones (briefly). Outline the techniques or manner you will analyse in your piece- e.g. Use of emotional appeals, inclusive and exclusive language and the differences in how the authors have used expert evidence and statistics.

Paragraph 1-

Topic sentence for first manner of comparison. How has Text 1 used the technique? Quote the use of the technique and explain how the author is attempting to position the reader. Compare and contrast to Text 2. How has the author of Text 2 used the technique to manipulate and position the reader? Linking sentence to next paragraph.

Paragraph 2-

Topic sentence for second manner of comparison. How has Text 1 used the technique? Quote the use of the technique and explain how the author is attempting to position the reader. Compare and contrast to Text 2. How has the author of Text 2 used the technique to manipulate and position the reader? Linking sentence to next paragraph.

Paragraph 3-

Topic sentence for third manner of comparison. How has Text 1 used the technique? Quote the use of the technique and explain how the author is attempting to position the reader. Compare and contrast to Text 2. How has the author of Text 2 used the technique to manipulate and position the reader? Linking sentence to next paragraph.

Paragraph 4- The contrasting paragraph

Topic sentence on what the authors did differently. Explain what the authors did differently but to achieve the same effect. E.g. *Smith in his Opinion Piece used emotive language such as "scurrilous" and "criminal" to persuade the reader to realize that it is the people from Greenpeace who are at fault, whereas Brown uses an emotional*

appeal to the reader's common sense to highlight that it is the Japanese Whalers, not the "peaceful protestors" from Greenpeace at fault. Similarly, Brown uses……

Conclusion

Recap the analysis. Name both texts/tones and authors, identify the issue and contentions/purposes within the issue. Summarise the similarities and differences by compare and contrast- that is summarise each of the body paragraphs.

Yr 12 Exam - Article and accompanying picture/cartoon.

The following guide may be used in the final exam if the text is accompanied by an image- either picture or cartoon. It is accompanied if the image appears under the same heading as the text. Be aware, the image is not from the same author as the text. The image has been added by a sub editor, and is there to support the contention. If the image opposes the contention, it should have its own heading and then your analysis should take the form of a comparative analysis.

Introduction-

Name the type of article, the author, when and where published. Mention the accompanying image, name the cartoonist if appropriate. (e.g. The Opinion Piece is supported by a political cartoon by Herald Sun artist Mark Tandberg.)
What is the issue, who are the key stakeholders and what is the purpose of the text. (Is it in response to a previous article or a controversial stance taken by a key stakeholder?- if so mention it here and outline it in the body of your piece)
Contention of the text and image.
Tone (or use Tone as a phrase in the contention sentence) of both the text and image.
 Signpost- Persuasive strategy 1 (or Purpose), persuasive strategy 2 and persuasive strategy 3 and then the image.

Paragraph 1-
Topic sentence naming Persuasive strategy 1. Explain how the persuasive strategy is used and how it supports the purpose of the piece. Quote the technique (no more than one line- better if only a few words). Explain how the author has used the technique to position or manipulate the reader to their purpose/contention. Link to next paragraph or back to the contention/purpose.

Paragraph 2-

Topic sentence naming Persuasive strategy 2. Explain how the persuasive strategy is used and how it supports the purpose of the piece. Quote the technique (no more than one line- better if only a few words). Explain how the author has used the technique to position or manipulate the reader to their purpose/contention. Link to next paragraph or back to the contention/purpose.

Paragraph 3-

==Topic sentence naming Persuasive strategy 3==. Explain how the persuasive strategy is used and how it supports the purpose of the piece. Quote the technique (no more than one line- better if only a few words). Explain how the author has used the technique to position or manipulate the reader to their purpose/contention. Link to next paragraph or back to the contention/purpose.

Paragraph 4-

==Topic sentence naming the image (and author if possible)== The topic sentence should almost be a linking sentence- *e.g. Just as Smith contends that alcohol is bad for children, the image accompanying the article supports the view that kids and alcohol don't mix.* Explain the image- for photos- is the subject portrayed positively or negatively, how has the effect been created, lighting/camera angle/ background/how does the caption support the images contention? Explain how the image positions the reader and how it supports the text. Cartoons- explain what the artist has drawn. What have they parodied? What features have they focused on? Explain all the little things in the cartoon. How is the reader positioned by the cartoon/image.

Conclusion-

Recap the type of article. Recap the contention, tone and persuasive strategies used in order to support the contention/purpose of the piece. Explain what the author has done and what the intended effect on the readers was.

What are the markers looking for?-

- A strong analysis and discussion of the issue and purpose of the article/image/cartoon.
- An ability to discuss the persuasive strategies used and more importantly- why and how they were used. (the marker does not just want to see you list the techniques used and give the text book definition for the technique)
- An analysis of the language used- just don't look for the easy techniques- ie statistics and rhetorical questions- look to analyse the language. Connotations- especially negative connotations of words and phrases are powerful and good for excellent marks.