Learning Outcomes
The student should be able to
1 Apply systematic linguistic frameworks to texts
   - Identify and analyse the linguistic features of at least two texts
   - Explain and analyse the writer’s use of linguistic features within the text
2 Understand how language is used to achieve particular effects
   - Explain and analyse how a text targets a particular audience
   - Explain and analyse how each text achieves a particular purpose
3 Assess how successfully a text achieves a particular effect
   - Identify and evaluate the effectiveness of the linguistic techniques used
   - Evaluate the extent to which each text has fulfilled its purpose

Assessment Methodology
Essay.

Indicative Content

Please note that the indicative content supplied below is intended as a suggested guide only. It is not meant to be a prescriptive, exhaustive or fully delivered content list.

1 Apply systematic linguistic frameworks to texts
2 Understand how language is used to achieve particular effects

Types of text – written, spoken (and subdivisions within these types, i.e. genres of written and spoken text)
Written texts as constructed artefacts meeting the need of a specific audience
Introduction to the idea of applying a structured linguistic framework to a (written) text

Here are some potential headings (other versions are available):

Type (of Text)
Type of text, e.g. written – article, advert, spoken – conversation, news report
Relationship to genre conventions for this type of text
Register, i.e. How formal/ informal is it?

Pragmatics/Context
Time/period of production
Intended reader/recipient/audience
What are your ideas about the text producer? (Who? Why?)
Purpose
Reliance on shared beliefs? (Discourse community)

Lexis & Semantics
Lexical choices
Morphology
Connotations of the key lexical terms
Use of euphemism or dysphemism
Use of technical or specialised language (specialist register)
Words linked by a common idea – lexical/semantic field
Use of an idiolect or sociolect
Standard English or regional/international language features?

Grammar & Syntax
Sentence structure(s)
Simple, compound or complex sentences
Declarative, interrogative or imperative
Formation of words and phrases (neologisms, coinages, wordplay, etc.)
Modifiers and qualifiers?
Standard/non-standard syntax?
Types of verb and verb usages
If a conversation e.g. use of Grice’s Maxims, turn-taking patterns, etc.

Discourse Structure
Structure/order of the text
Use of common patterns/forms of exchange, e.g. lists, problem/solution, question/answer pairs
Does the text conform to a type or genre?

Phonology
If relevant, use of sound features and patterns
Use of phonological manipulation

Graphology
Appearance of the text – visual aspects working with the function of the text
Use of space
Relationship of typography to genre or type of text
Use of features such as slogans or trademarks
Use of implications or subtle associations, e.g. cheerful or dramatic colours

Other
Interaction between text and reader (e.g. rhetorical questions, use of personal pronouns)
Semiotic analysis of signs, images and symbols present

3 Assess how successfully a text achieves a particular effect
Measure the success of a text against the headings above, as relevant
Evaluation of effectiveness (extent to which purpose is achieved) – meaning, successful communication with identified audience, matching of language to audience and purpose