



Critically analysing texts:
1.3 Unfamiliar Texts



The subject

What is the text about?



The subject

What is the text about?

Title is important

**The title sends the important
messages of the text.**



The subject

What is the text about?

- **Look at the title**
 - **What type of text is it?**
 - **A speech?**
 - **A story?**
 - **A magazine article?**
 - **A poem?**
 - **An advertisement/photograph/image?**
-

For example.....

A speech might have:

Persuasive language

- **Rhetorical questions**
- **Imperitive (Command)**
- **Statements, facts, statistics....etc.**

Words that connect with the audience

- **Personal Pronouns**
 - **Anecdotes, cliché, pun, humour etc.**
-



A story might have...

- **Lots of descriptions:**

Similes, Metaphors, Personification...

- **Names of things/NOUNS** (objects, people, places...)

A magazine article might have...

- **Facts, statistics, quotations...etc.**

A poem might have...

- **Rhyme, rhythm, images, sounds....**

For example.....

A advertisement might have:

Persuasive language

- **Rhetorical questions**
- **Imperitive (Command)**
- **Statements, facts, statistics....etc.**

Words that connect with the audience

- **Personal Pronouns**
- **Anecdotes, cliché, pun, humour etc.**

OR NO WORDS.



The Purpose

**Why was the text
written?**

The Purpose

Why was the text written?

- **To persuade**
 - **To inform**
 - **To entertain**
 - **To amuse**
 - **To promote action/thought**
-

“I have a dream that one day down in Alabama, with its vicious racists, with its governor having his lips dripping with the words of interposition and nullification – one day right there in Alabama little black boys and black girls will be able to join hands with little white boys and white girls as sisters and brothers.

I have a dream today.

I have a dream that one day every valley shall be exalted, and every hill and mountain shall be made low, the rough places will be made plain, and the crooked places will be made straight, and the glory of the Lord shall be revealed and all flesh shall see it together.

This is our hope. This is the faith that I go back to the South with. With this faith we will be able to hew out of the mountain of despair a stone of hope. With this faith we will be able to transform the jangling discords of our nation into a beautiful symphony of brotherhood. With this faith we will be able to work together, to pray together, to struggle together, to go to jail together, to stand up for freedom together, knowing that we will be free one day.

This will be the day, this will be the day when all of God’s children will be able to sing with new meaning “My country ’tis of thee, sweet land of liberty, of thee I sing. Land where my father’s died, land of the Pilgrim’s pride, from every mountainside, let freedom ring!”

Martin Luther King: August 28, 1963; Washington, D.C.

Purpose: To persuade an the American people (African-Americans) to support racial equality

The ocean of Raglan is where the surfies are found. At Whale and many Bay, they bob in the water waiting for that special wave. Seen from the cliff nearby, they are tiny dots in a corrugated sea. Manu Bay is famous for its left-hand break, which gives surfers a long, continuous ride. The beach draws surfers from around the world for the competitions held there every summer.

The sea has mirrored the history of Raglan. The harbour entrance has always been a dangerous passage and few know its 120 kilometers of shoreline better than Ian Hardie, a laid-back local who has lived here for 20 years. Ian runs harbour cruises on his Harmony 2, a 20 foot Pelin that carries up to 10 passengers.

He ferries to a set of ancient limestone pillars shaped like a stack of pancakes, that juts out of the emerald water of the harbour's north shore. Ian maneuvers his boat into a cave and passengers float in the gentle lap of the water, just meters from the blue herons and shags. There are fur seals to be seen and Ian has had Orcas coasting alongside his boat....

Extract from: "Raglan" by Paul Smith (AA Directions, Summer 2000)

Purpose: To inform travellers in New Zealand of the sites and activities available when visiting Raglan.



World Vision
Philippines



Your gift **today**
will change a
child's life...
forever!

Through your sponsorship you would be helping not only the child, but also their family and community begin a life-changing journey.

5,500 poor children under World Vision's care still don't have sponsors. Sponsor a child now and see the difference you'll make.

Call 372-7777. Help this family and community achieve a healthy, stable and safe environment in which they can grow.

Purpose: To promote action to financially support poverty-stricken children through World Vision sponsorship.



The Tone

**What is the feeling of the
text?**

The Tone

What is the feeling of the text?

- **Look at the title/subject**
- **Look at the purpose**
- **Look at the word choice**
- **Look at the sentence structures**

**Short, sharp abrupt/
Long, flowing, descriptive**

Words to describe tone

(The feeling/atmosphere of the text)

Negative/Sad/Depressing....

Positive/Happy/Optimistic....

Nostalgic/Longing/Reminiscent...

Fearful/ Angry/Aggressive...

Light-hearted/Thoughtful/Reflective

and so on...



**The attitude of the
writer**

**What is the writer's
opinion on the subject?**

The attitude of the writer

- Does the writer believe what they are saying?

- Is the writer presenting someone else's point of view/opinion.

I.e. An editor of a newspaper, voicing the paper's opinion



The Intended Audience

**Who was the text written
for?**

The Target Audience

Who was the text written for?

Consider:

- **Gender**
 - **Age**
 - **Culture**
 - **Religion**
 - **Hobby/Sport/Interest**
-

"Great Gift of Intuition"

"There is a temptation to rush to canonise your memory, there is no need to do so. You stand tall enough as a human being of unique qualities not to need to be seen as a saint. Indeed to sanctify your memory would be to miss out on the very core of your being, your wonderfully mischievous sense of humour with a laugh that bent you double.

"Your joy for life transmitted where ever you took your smile and the sparkle in those unforgettable eyes. Your boundless energy which you could barely contain.

"But your greatest gift was your intuition and it was a gift you used wisely. This is what underpinned all your other wonderful attributes and if we look to analyse what it was about you that had such a wide appeal we find it in your instinctive feel for what was really important in all our lives.

"Without your God-given sensitivity we would be immersed in greater ignorance at the anguish of Aids and HIV sufferers, the plight of the homeless, the isolation of lepers, the random destruction of landmines.

Earl Spencer speaks at Princess Diana's funeral: September 6, 1997, London

**Target audience: Worldwide
supporters and mourners of Princess
Diana.**

Now is your time....

Time to relax

Time to enjoy yourself

Time to visit the places
you want

click to find out more >>

Call **Access Travel** on **01942 888 844** Quote **DHG**

**Target audience: Elderly, retired people,
potentially upper-middle class who are financially
comfortable, physically able and want to travel.**

Writing a detailed response on a text

First sentence: Use the words from the question

State your point

Expand/Explain with details

Examples/quotations- give supportive evidence (and name the techniques used in these)

Response line- what have you shown?

How is the reader impacted? What do they learn about the world and people?

Writing a detailed response on a text

First sentence: Use the words from the question

State your point: *The purpose of the text is to.....*

Expand/Explain with details: *The writer wants the reader to.../ The text is about....*

Examples/quotations: *This is shown in the text in the personal pronouns, "We," "Our," "Us"*

Response line- *This shows that everyone is responsible for racial equality in society. All citizens, regardless of culture, gender and age must put aside their differences and acknowledge every individuals right to be treated fairly. This text illustrates this point through the purposeful selection of persuasive language.*
