

Format and structure

Booster 1: Features of a text

Key learning

It is important to recognise the key organisational features of different types of texts. They will help you to structure and format your writing. Here are some common texts and a few examples of their features.

Note: these are just a few examples of common text features – you will find more features in each type of text.

Type of text	Common features	Purpose of feature
Newspaper article	Headline	To catch the reader's eye and summarises what the article is about
	Subheading	To guide the reader through the article and what it covers
Leaflet	Bullet point list	To separate important information or points
	Direct address	To get the reader's attention
Poster	Picture	To support the main idea and brighten up the text
	Direct address	To get the reader's attention
Website	Quotation Statistics	To support the key points in the text and engage the reader
Formal letter	Salutation	A greeting to the person to whom you are writing the letter
	Formal language	To show that you are writing about something important or serious, or to someone you don't know
Advert	Repetition	To repeat key points, engage the reader and persuade them to buy
	Informal language	To show that the situation is not serious
	Direct address	To get the reader's attention
Narrative	Dialogue	To develop the characters and story, and to make the text more exciting

Worked example:

Decide whether each of the following is an example of a headline or a subheading.

- (a) Bus strike to go ahead!
- (b) 10 top tips for strike day
- (c) Bus drivers in shock strike stand-down
- (d) Why did the drivers decide to call off the strike?

Answers:

- (a) Headline. The use of the exclamation mark and a short sentence is common in a headline.
- (b) Subheading. This introduces a list and gives extra information.
- (c) Headline. The use of repeated sounds (**shock strike stand-down**) is a common feature in headlines.
- (d) Subheading. The use of a short question introduces extra information.



Your turn:

You have been asked to write a short article about your company's decision to ban drinks with lots of sugar in them from the café and vending machines.

Write a headline, a subheading and two or three bullet points for your article.