

Format and structure

L1 Booster 1: Features and their effects on the audience

Key learning

Textual features are used to create different effects both in general and on the audience. For example, subheadings are a good feature to use when you are writing articles, leaflets or reports. They can help guide your reader through the text and make it easier for them to spot the specific information they might be looking for. They can also break up the text by:

- asking a question; for example, 'Why do we need more cycle lanes?'
- introducing a list; for example, 'Five ways to improve your diet'.

Here are some common features of texts. Each one has a purpose and is used to have a specific effect on the audience.

Common features	Purpose of feature	Effect on audience
Headline	Helps to catch the reader's eye and summarises what the article is about	Allows them to immediately see what the topic is and decide if they are interested
Subheading	To guide the reader through the article and what it covers	Makes it easier to read, encourages them to keep reading, helps them find information
Bullet point list	To separate important information or points	Makes it easier to read, encourages them to keep reading
Direct address	To engage the reader	Gets their attention
Picture	To brighten up the text, supports main theme	Catches their eye
Quotation Statistics	To engage the reader / to support key ideas in the text	Makes them think the text is authoritative
Salutation or greeting Formal language	Indicates text is formal / a letter; shows that you are writing about something important or serious, or to someone you don't know	Lets them know what type of text it is/how they should respond
Informal language Repetition	To repeat key points, engage the reader and persuade them to buy, e.g. in an advert	Lets them know what type of text it is/how they should respond Encourages them to buy or persuades them to donate, e.g. advert/charity campaign
Dialogue	To develop the characters in a story, and to make the text more exciting	Makes the narrative/characters more real and engaging

Worked example:

Write a subheading for this paragraph.

Health professionals say that there are three main ways you can improve your health, and they are all quick and easy. Firstly, you should exercise more. Secondly you should eat fewer sugary foods. Thirdly, you should eat more healthy foods, like vegetables.



Answer:

A suitable subheading might be: 'Three easy ways to improve your health now'.

Your turn:

Write an article on a topic of your choice using at least **two** subheadings and **one** bullet point list. You can use the subheadings below to help you, or create your own.

- Top three tips for...
- Top three favourite...
- Why should we do this?
- Why shouldn't we do this?
- What are the main problems?
- How can we solve this?