

Feature	Purpose	Effect on the reader
<b>Openings</b>	The start of a text must interest the reader.	Comment on how the writer introduces ideas and raises questions.
<b>Focus</b>	This is what the writer focuses on as the text develops.	Analyse what is implied, e.g. gloomy landscape implies an unhappy situation – what is causing that unhappiness?
<b>Shifts</b>	Changes in ideas and perspectives, e.g. outside to inside.	Comment on how this change is effective, e.g. creates contrast.
<b>Repetition or patterns</b>	When words, phrases or ideas are repeated for effect.	Repetitive features can highlight key meanings, indicate a development or show a lack of change.
<b>Pace</b>	The feeling of speed in writing – are events and ideas revealed to the reader slowly or quickly?	A slow pace builds tension or suggests boredom, a quicker pace may suit a piece about things happening at speed.
<b>Temporal references</b>	References to time.	Comment on how time is used to speed up or slow down the pace of the text.
<b>Order of events</b>	This could be chronological, or writers might choose to start at the end, in the middle, or with flashbacks/flash forwards.	Comment on how the order of events introduces and prioritises key ideas – and how this engages the reader.
<b>Endings</b>	The conclusion of a text may be neat or leave us with questions.	Think about how the reader feels at the end. Have their feelings changed since the opening?
<b>Withholding information</b>	Clues and hints are given without revealing everything at once.	Analyse what is implied by hints – how does this build the reader's expectations?
<b>Dialogue</b>	Conversations and speech.	How does dialogue move the text forward?
<b>Headings, subheadings &amp; questions</b>	Divides the content of texts into topics and sub topics, can signal the start of new points.	How do they guide readers through a text?
<b>Bullets</b>	Bullets can summarise and simplify a range of ideas.	Why does the writer summarise certain points?
<b>Sentence structures</b>	Varied types of sentences, e.g. simple, compound and complex.	Comment on how sentence structures affect the fluency of the text, e.g. a sudden short sentence could reveal shocking information.
<b>Paragraph lengths</b>	These vary like sentences, e.g. to highlight significant points or to provide a detailed account.	Paragraph lengths affect the development of the text, e.g. a final paragraph might summarise key points in an argument.