# Text analysis matrix

|  | **Documentary/film** | **Feature article in magazine/newspaper** | **Podcast**  | **Radio transcript** |
| --- | --- | --- | --- | --- |
| **Purpose & audience** | * to sustain an argument
* describe
* inform
* persuade
* entertain
* target audience
 | * to sustain an argument
* describe
* inform
* persuade
* entertain
* target audience
 | * to entertain
* persuade
* inform
* opinion
* who is telling the story? Why?
* target audience
 | * to seek and convey information, views, opinions
* who is telling the story?

Why?* target audience
 |
| **Content to enhance story** |  | * information
* presents argument in persuasive articles
* conclusion
* interviews
* photographs
* captions
 | * facts
* anecdotes
* humour
* vocal expression
* other recordings
* statistics
* other POV
* other people involved in the story/adding information
* multiple narrators/voices
 | * parenthesis for emphasis or to illustrate speaker, action, emotion, tone
* humour
* stats
* facts
* anecdotes
* multiple voices
* open-ended questions
 |
| **Sound** | * sound effects
* dialogue
* music to complement ideas
* silence
* voice & voice-overs
* diagetic /non-diagetic
 |  | * background noise
* sound effects
* effect of sound
 |  |
| **Design** | * set
* props
* lighting to create mood
* use of colour
* casting
* makeup & styling
* use of other photographs
 | * layout
* headings, subheadings
 |  | * clear organisation
* engaging layout
* easy to navigate
* logical pattern to keep interest
* easy to read fonts
 |
| **Editing** | * selecting/organising shots that make the film
* sequence of shots
* use of fades, dissolves
* flashbacks
 |  |  |  |
| **Camera** | * focus
* close-ups
* medium shots
* long shots
* angles (high/low)
* multi-layering editing to indicate drama
 |  |  |  |
| **Acting** | * performance
* body language (stance, facial expressions, gestures, voice)
* charisma
 |  |  |  |
| **Language**  |  | * subjective view with aim to persuade and entertain
* emotive/colourful language
* quotes/anecdotes
* first person
* jargon or slang
* suitable for audience eg teens, businessmen, dog lovers
* vary sentence length to avoid monotony in structure
* tone (POV) is the author’s attitude toward a subject. Word choice is important - positive, negative or neutral
 | * jargon
* persuasive
* emotive language
* level of language or register
* colloquial, conversational
 | * formal
* informal
* conversational
* jargon
* emotive language
 |
| **Structure**  | * structure and sequencing is important to build engagement
* orientation - hook
 | * beginning, middle, strong conclusion
* clear line of argument/opinion
* short paragraphs
* subheadings/headlines
* by-line ***-*** name of writer
* main storydevelops the ideas
 | * beginning middle, end
* orientation
* resolution
* recount
* chronological
* flashback
 | * beginning, middle, end
* orientation/Lead in
* recount
* flashback
* speaker's name
 |
| **Tone & mood** |  |  |  |  |