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| --- | --- |
| **Possible techniques to consider** | |
| **Purpose and Audience** | **Ideas** |
| * Emotional resonance (e.g. Humour, fun, nostalgia, camaraderie) * Characters * Selling point | * A human truth engagingly presented * The brand * Message * Memorability |
| **Possible critical thinking questions** | |
| * Who/ what is included in this text? * Who/ what is excluded? * In what social context will this text be used or read? * Is there a particular viewpoint put forward here? * Who may be challenged, offended or discriminated against by certain content? | * What is being sold? * To whom? * How do we know? * What isn’t being sold? * What is the main messages(s) about the brand? * What is the overall mood of the text? |
| **Possible techniques to consider** | |
| **Structure** | **Language** |
| * Unconventional/ disruption of expectation * Pace * Storyline * Prominent music | * Persuasive language techniques * Verbal language features * Tagline * Dialogue |
| **Possible critical thinking questions** | |
| * How does the order of shots/ ideas support the message? * What is significant about the pace? Is it typical/ atypical? * At what point in the text is a particular expectation created? Is this sustained throughout? Why?/ Why not? | * Is the overall tone of the text consistent? * What language is specifically used to aid memorability? * What is more important – what is said or how it is said? |

**Taking a language approach to the Connections Standards Level 1-3**