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