**Language Analysis – Key Points**

1. **Avoid vague, general statements** (they are a waste of words), e.g.
   1. ‘Make the argument seem more realistic, believable’
   2. ‘Back up X’s view on the issue’
   3. ‘Allows readers to relate to what she is trying to argue’
   4. ‘Successfully conveys the message she wants to send’
   5. ‘Supports the author’s contention’

**NOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOOO!!!!!!!!!!!**

1. Focus on the **intention** behind the language. You can mention the possible reader response, but don’t dwell on it.
2. Quote **examples** of the language to show that you can identify it
3. Have an overall sense of the **sequence of strategies** /phases of the argument. Keep a holistic view of the text.
4. **Link paragraphs** by saying how one strategy leads to or follows from another. Show you understand that the article has been carefully crafted.
5. Talk about the **audience**. Who would be interested in reading this?
6. Mention the **tone** and especially note whether it changes throughout the article. If so, why does it change? Why has this particular tone been adopted and how is it intended to affect the reader?
7. How has the language been carefully **crafted / tailored / designed** to suit the specific audience?
8. Conclusion – overall, how have the arguments and language been chosen to **position** the reader to **think and feel in a certain way about the issue?**