

Overview of media text types

Text type	Purpose	Features	Language
News article	<ul style="list-style-type: none"> To inform the reader about a current event 	<ul style="list-style-type: none"> Has a headline that indicates the subject of the article May have a subheading that gives more information about the article's content Has a by-line giving the name of the journalist Has a clear focus on a specific subject Uses facts and evidence to present the subject Usually does not take a 'side' on the subject 	<ul style="list-style-type: none"> Uses unemotional language and usually a serious tone Succinct and to the point Uses short sentences and paragraphs Avoids personal pronouns such as 'I', 'you' and 'we'
Editorial	<ul style="list-style-type: none"> To state clearly the newspaper's point of view on an issue To sum up viewpoints on complex matters To justify a moral position on complex matters 	<ul style="list-style-type: none"> Has a clear contention Uses reason and evidence to support the argument Has a headline and sometimes a subheading Includes background information on the issue Presents the key arguments for both sides 	<ul style="list-style-type: none"> Uses persuasive language techniques Has an objective and authoritative tone May use personal pronouns such as 'we' and 'us' to refer to the collective views of the newspaper, but never uses 'I' Generally uses formal language
Letter to the editor	<ul style="list-style-type: none"> To give a clear point of view on a current issue To persuade Sometimes to inform To contribute to public debate on an issue 	<ul style="list-style-type: none"> Brief – usually fewer than 200 words Often written in response to material previously published in the newspaper, or in response to an ongoing debate Writers sign off with their full name and suburb 	<ul style="list-style-type: none"> Usually uses highly persuasive language Uses personal pronouns such as 'I', 'you' and 'we' May use formal or informal language, depending on the publication the letter appears in, the subject of the letter and the writer's personal style
Online comment	<ul style="list-style-type: none"> To give a clear point of view on a current issue To persuade Sometimes to inform To contribute to a public conversation about an issue or current event 	<ul style="list-style-type: none"> Brief – usually fewer than 200 words Written in response to particular articles published online, or in response to online comments from other readers Writers usually sign off with only their first name or a pseudonym 	<ul style="list-style-type: none"> Usually uses highly persuasive language Uses personal pronouns such as 'I', 'you' and 'we' May use informal language, including abbreviations and 'text speak'
Opinion article	<ul style="list-style-type: none"> To present an opinion on an issue 	<ul style="list-style-type: none"> Has a headline indicating the subject of the article May have a subheading giving more information about the article's content Has a by-line giving the name of the writer and sometimes information about their background where it is relevant to the subject Has a clear focus on a specific subject Uses facts, evidence and argument to present a considered opinion on the subject 	<ul style="list-style-type: none"> Uses persuasive language May use emotional language Usually uses reason and logic to present a point of view May use personal pronouns such as 'I', 'you' and 'we'

Text type	Purpose	Features	Language
Blog	<ul style="list-style-type: none"> To share ideas, opinions and experiences with readers 	<ul style="list-style-type: none"> Features text with a combination of some or all of the following: photographs, illustrations, video, music, advertising Often contains a section where readers can leave comments on blog entries, sometimes sparking public discussion of an issue Attracts a core group of regular followers in addition to casual readers 	<ul style="list-style-type: none"> May be openly persuasive, arguing one side of an issue, or may be more reflective and measured, examining multiple perspectives on an issue, depending on the subject matter and the writer's personal style
Website	<ul style="list-style-type: none"> To advertise a product or service To inform readers about an issue or idea To persuade readers to agree with a particular viewpoint on an issue To entertain 	<ul style="list-style-type: none"> Features text with a combination of some or all of the following: photographs, illustrations, video, music, advertising May contain forums or chat sections where readers can share opinions 	<ul style="list-style-type: none"> May be formal or informal depending on the site's purpose and audience Text, visuals and sometimes sound work together to communicate a message to the audience
Cartoon	<ul style="list-style-type: none"> To provide incisive comment on an issue with humour and wit Newspapers have regular cartoonists as well as freelance cartoonists 	<ul style="list-style-type: none"> Often uses caricature (the exaggeration of physical features) to present people in a humorous way and to highlight certain characteristics Speech bubbles may provide comment on an issue, a personality or a situation, or offer a punchline May include a caption that helps the reader identify the subject or provides a punchline to the cartoon Background, colour and symbols may all provide extra detail and contribute to the expression of a point of view 	<ul style="list-style-type: none"> Uses highly persuasive visual language Uses exaggeration and humorous language to present a point of view Text and image work together to make a point
Photograph	<ul style="list-style-type: none"> To catch attention To add information, e.g. evidence To illustrate emotional content of an article 	<ul style="list-style-type: none"> Captions can describe the content of photographs Techniques such as camera angles, lighting, focus and digital manipulation contribute to the expression of a viewpoint on the subject Background, colour and symbols may all provide extra detail and contribute to the expression of a point of view 	<ul style="list-style-type: none"> May subtly present a point of view by depicting the subject in a certain way Uses persuasive visual language Text and image work together to make a point
Graph, chart and table	<ul style="list-style-type: none"> To provide evidence To present information in a clear visual way 	<ul style="list-style-type: none"> May use colour in a purposeful way to present information May include images 	<ul style="list-style-type: none"> Often uses persuasive visual language Relies on statistics and other numerical information Appears to be factual, therefore true and unbiased Works with a text to present a viewpoint on an issue