Planning your language analysis

Once you have gathered all the required information, you need to begin organising your ideas before writing. Use the outline below to help you plan your language analysis.

Section	What to include
Introduction One paragraph	• Re-state the writer's contention in your own words, e.g. The writer contends that … • Include the name of the writer, the source of the article (e.g. *Herald Sun, The Age*), the text type (e.g. opinion piece, editorial), the date and (for print media) the page number. • Identify the tone of the article, e.g. angry, sad, cynical.
Body • Three to five paragraphs • Don't try to write on every technique. Concentrate on analysing how three or four techniques work to persuade. • Use the What? How? Why? Approach.	Each paragraph deals with one main point. • Explain the main point being advanced by the writer. • How is the writer saying it? Why is it persuasive? • Use brief quotations. • Ensure that you discuss and analyse the language or the technique. For example, 'the writer uses inclusive language to persuade the reader' doesn't explain *how* inclusive language persuades the reader. You need to say, for example, 'by using inclusive language the writer makes the reader sympathise with X and helps them to agree that X is being wrongly accused.' • Use linking words to connect your sentences and paragraphs. See page 139. • Repeat this process for each paragraph.
Conclusion One paragraph	• Comment on the overall effect of the article on the reader.

Writing your language analysis

● Use the plan you have developed to write your essay.

● Read your essay through and edit/proofread for:

- an introduction with the key elements
- linked paragraphs
- a strong conclusion
- complete sentences
- effective language – see page 199 for effective words and phrases
- correct spelling
- correct grammar.