# Text analysis matrix

|  | **Documentary/film** | **Feature article in magazine/newspaper** | **Podcast** | **Radio transcript** |
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| **Purpose & audience** | * to sustain an argument * describe * inform * persuade * entertain * target audience | * to sustain an argument * describe * inform * persuade * entertain * target audience | * to entertain * persuade * inform * opinion * who is telling the story? Why? * target audience | * to seek and convey information, views, opinions * who is telling the story?   Why?   * target audience |
| **Content to enhance story** |  | * information * presents argument in persuasive articles * conclusion * interviews * photographs * captions | * facts * anecdotes * humour * vocal expression * other recordings * statistics * other POV * other people involved in the story/adding information * multiple narrators/voices | * parenthesis for emphasis or to illustrate speaker, action, emotion, tone * humour * stats * facts * anecdotes * multiple voices * open-ended questions |
| **Sound** | * sound effects * dialogue * music to complement ideas * silence * voice & voice-overs * diagetic /non-diagetic |  | * background noise * sound effects * effect of sound |  |
| **Design** | * set * props * lighting to create mood * use of colour * casting * makeup & styling * use of other photographs | * layout * headings, subheadings |  | * clear organisation * engaging layout * easy to navigate * logical pattern to keep interest * easy to read fonts |
| **Editing** | * selecting/organising shots that make the film * sequence of shots * use of fades, dissolves * flashbacks |  |  |  |
| **Camera** | * focus * close-ups * medium shots * long shots * angles (high/low) * multi-layering editing to indicate drama |  |  |  |
| **Acting** | * performance * body language (stance, facial expressions, gestures, voice) * charisma |  |  |  |
| **Language** |  | * subjective view with aim to persuade and entertain * emotive/colourful language * quotes/anecdotes * first person * jargon or slang * suitable for audience  eg teens, businessmen, dog lovers * vary sentence length to avoid monotony in structure * tone (POV) is the author’s attitude toward a subject. Word choice is important - positive, negative or neutral | * jargon * persuasive * emotive language * level of language or register * colloquial, conversational | * formal * informal * conversational * jargon * emotive language |
| **Structure** | * structure and sequencing is important to build engagement * orientation - hook | * beginning, middle, strong conclusion * clear line of argument/opinion * short paragraphs * subheadings/headlines * by-line ***-*** name of writer * main storydevelops the ideas | * beginning middle, end * orientation * resolution * recount * chronological * flashback | * beginning, middle, end * orientation/Lead in * recount * flashback * speaker's name |
| **Tone & mood** |  |  |  |  |