

## The Big 5 of textual analysis

You can apply the following questions to any text.

<p><b>Audience / purpose</b> - Who does the text target? What does the author wish to achieve through the text?</p>	
<p><b>Content / theme</b> - What is literally 'happening' in the text? What is it about? What are the main ideas of the text?</p>	
<p><b>Tone / mood</b> - How does the text make you and/or the target audience feel? Describe the atmosphere of the text.</p>	
<p><b>Stylistic devices</b> - How does the author use language to convey a sentiment or message? What kinds of linguistic tools does he/she employ?</p>	
<p><b>Structure</b> - How is the text organized, literally (i.e. layout/formatting)? What kinds of structural elements of a particular text type do you see?</p>	

