



TOOLKIT FOR READING OUTCOME

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IDENTIFY THE PURPOSE

- To inform?
- To shock?
- To argue?
- To persuade?
- To provoke?
- To describe?
- To encourage?
- To advise?
- To explain?
- To sell?
- To raise awareness?



TYPES OF CONTENT

Quotations from those present or experts

Journalists own view

Factual information

Description of events

Emotive Language

Case Studies

Statistics

Instructions

Personal Stories

Opinion Polls

Definition or explanation



SAMPLE ANSWER

“One of the purposes of this article is to **inform us** about the plight of socially deprived children in Scotland. It does this by presenting **statistics** which show the link between poverty and ill-health (give examples). Quotations from experts researching the effects of poverty are also presented, as are the **views** of medical experts.

Another purpose is to **persuade** us to feel sympathy for the children living in deprivation. The article includes **quotations** from the parents of children who have been ill (give examples). The **journalist's own language** also makes us feel sorry for the children. For example, the writer describes the children as “forgotten and neglected”.



TYPE OF PUBLICATION

The article was from what kind of newspaper or publication.

Support your choice by referring to the layout and style.

Popular
tabloid
newspaper

Broadsheet
quality
newspaper

Magazine

Report

Leaflet

Web Page

Personal
letter or
account

Business
Letter



LAYOUT

Describe the layout

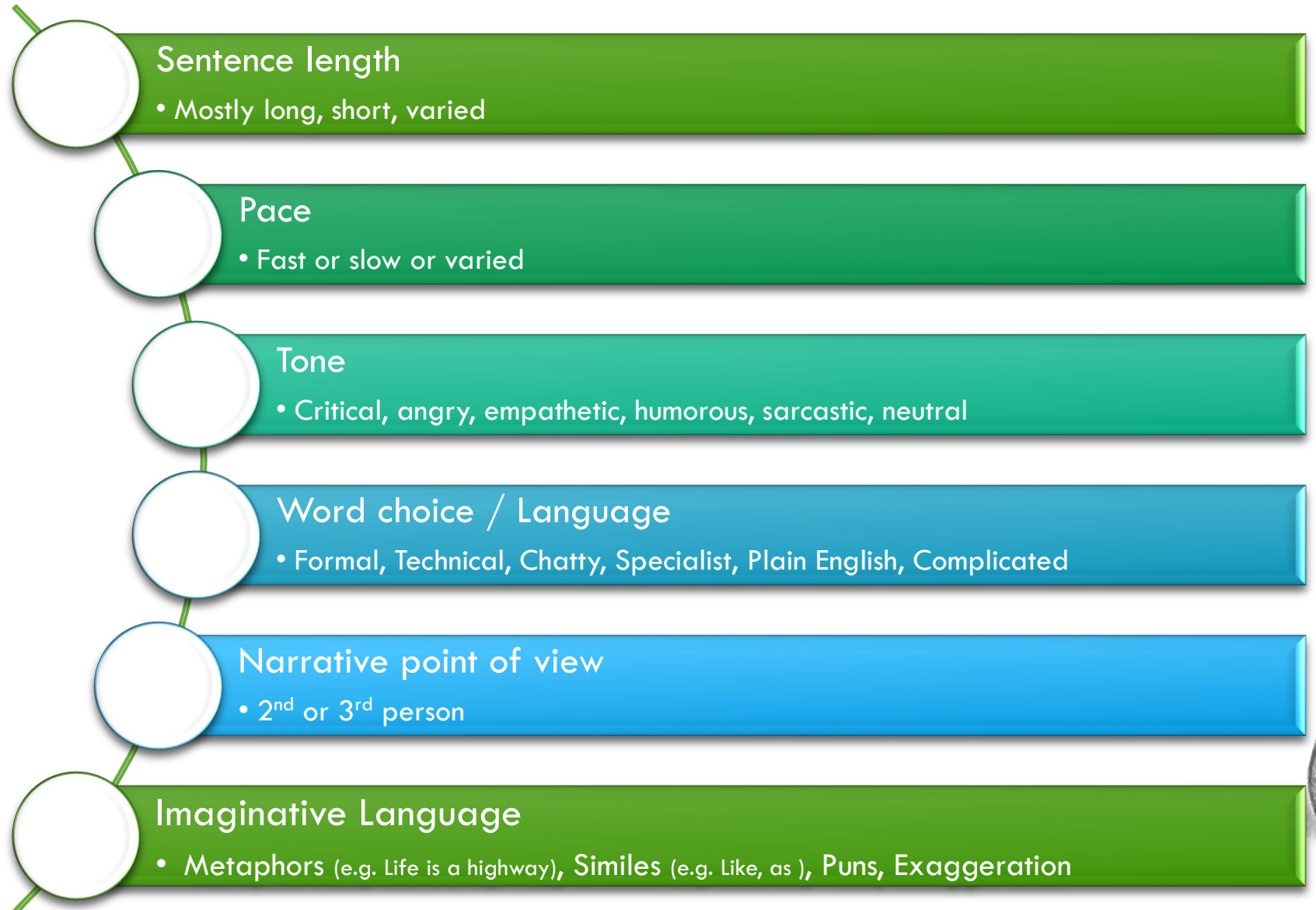
- Main Heading
- Sub-headings
- Size of headings
- Paragraph length
- Photos, illustrations, graphics
- Use of colour
- Graphs / Charts / Tables
- Boxed text
- Emboldened text
- Bullet points
- Overall length of article



STYLE OF WRITING

Identify some of the following features of style, aiming for at least FIVE for Comms L4

The style may change at different points within the article. For example, people being quoted in their own 'language' and style. You should record this.



EVALUATION

Previous parts of the toolkit are concerned with the description, this part is the evaluation, saying whether the article has done its job, summarising whether it has achieved its purpose.

Look at these areas:

∴ **CONTENT** ∴ **LAYOUT** ∴ **STYLE** ∴

Examples:

- *'The content of the article was effective as it contained statistics. This was effective because it provided factual evidence eg the scale of the problem.'*
- *'It also contained quotes from experts. These were effective because.....'*
- *'The sub-headings were useful because.....'*
- *'The style of the article was effective because the word choice was formal/informal. This was useful because.....'*
- *'It was also written in the 1st / 2nd / 3rd person. This was useful because.....'*
- *'The pace was slow/fast/varied/even. This was useful because.....'*
- *'The writer's tone/tone of the person quoted was..... This was useful because.....'*

