Paper 1 · analysing non-literary texts

International Baccalaureate · IB Diploma · Language A: Language and Literature · HL · Vocabulary in context

Word	Example
Clean Plate campaign	The **Clean Plate campaign** encourages people to waste less food.
area of exploration	An **area of exploration** provides a broad focus for studying texts.
guided textual analysis	A **guided textual analysis** explains how a text makes meaning.
non-literary text	An advertisement is a **non-literary text**.
guiding question	The **guiding question** focuses our analysis on the writer's choices.
text type /tekst taɪp/	A letter, a report and a review are each a different **text type**.
audience /ˈɔːdɪəns/	Know your **audience** before you write.
purpose /ˈpɜːpəs/	Ask about the **purpose** of the text: what must I do?
sender /ˈsendə/	The school council is the **sender** of this message.
context /ˈkɒntekst/	Use the **context**, the words around a word, to guess its meaning.
register /ˈredʒɪstə/	Keep the formal **register** used in the rest of the report.
diction /ˈdɪkʃn/	Choose exact **diction**, not exaggerated words.

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Word	Example
direct address /daɪˈrekt əˈdres/	The word 'you' creates **direct address** to the reader. "you"
imperative /ɪmˈperətɪv/	"Sit down!" is an **imperative**. "Sit down!"
rhetorical question	The **rhetorical question** invites thought rather than an answer.
rule of three	The **rule of three** groups ideas into a memorable pattern.
statistics /stəˈtɪstɪks/	**Statistics** give numbers as evidence.
emotive language	**Emotive language** encourages the reader to feel sympathy.
alliteration /əˌlɪtəˈreɪʃn/	"Sally sells sea shells" uses **alliteration**. "Sally sells sea shells"
metaphor /ˈmetəfɔː/	"Time is a thief" is a **metaphor**. "Time is a thief"
hyperbole /haɪˈpɜːbəli/	"I've told you a million times" is **hyperbole**. "I've told you a million times"
multimodal	A **multimodal** poster combines words and images.
layout	The **layout** places the main message above the picture.
salience	Large size gives the warning greater **salience**.
colour /ˈkʌlə/	Bright **colour** draws attention to the title.
typography /taɪˈpɒgrəfi/	Bold **typography** makes the key phrase stand out.
thesis /ˈθiːsɪs/	The **thesis** is the main claim of the essay.