

Interview

- will adopt an informal to semi-formal register
- will have a relevant headline/title
- will have an introduction and a conclusion
- will use a style aimed at involving and interesting the reader
- will refer to the interview, including direct quotations and/or reported speech; it will not be a verbatim transcript.

Speech

- will adopt a semi-formal register perhaps with flashes of informality
- will adopt an appropriately serious tone
- will address the audience and keep contact with them throughout, eg use of “we” and “you” etc.
- will set out to catch the audience’s attention at the beginning, and leave a clear impression at the end
- will include speech rhetoric eg rhetorical questions, repetition etc.

Email

- will adopt a consistently informal or semi-formal register
- will adopt a friendly, familiar style
- will maintain clear sense of address to a specific person
- will have appropriate opening salutations
- will have appropriate closing salutations.

N.B.: Some limited use of textese (eg “4” for “four/for” and “u” for “you”) and/or emoticons is permissible

Blog entry

- will adopt a semi-formal to informal register
- will have an engaging title for the entry itself – ie not just the general name for the blog overall
- will use first person statement and/or narration
- will show awareness of the reader, eg through direct address, a lively and interesting style etc.
- will include standard blog techniques, eg references/links to other entries, invitation to comment etc.

Report

- will adopt a semi-formal to formal register
- will have a title

- will use a neutral/objective style, eg presents ideas with minimal embellishment (if any)
- will have a clearly structured layout, eg a clear introduction, sub-headings, short brief paragraphs/sections, etc.
- will have a conclusion or recommendation.

Leaflet

- will adopt a semi-formal to informal register
- will have an engaging title
- will have a short introduction and a conclusion
- will identify ideas with format features, eg sub-headings, bullet points, numbering etc.
- will include practical aspects of the text type, eg “contact us”, or a phone number and/or an email address.

Letter

- will adopt a consistently formal register
- will adopt a suitably serious and respectful tone
- will clearly identify the recipient (by name, address or role/title etc)
- will have a date and sender’s address
- will have opening and closing salutations.

News report

- will adopt a semi-formal to formal register
- will have a relevant title/headline
- will use a neutral/objective style, eg presents ideas with only minimal embellishment (if any)
- will have an introduction and conclusion
- will have a clearly structured layout, eg sub-headings, short brief paragraphs/sections, etc.

Diary

- will adopt a consistent informal or semi-formal register
- will have a date and/or day
- will use first person narration
- will have a closing statement to round off the entry
- will not use self-evident explanatory phrases or sentences, eg will use “I saw Alicia”, not “I saw Alicia, my best friend”.

N.B.: The diary may begin “Dear Diary”, but this is not expected

Proposal

- will adopt a formal register
- will use a style aimed to persuade a specified audience
- will have a title summarizing the overall subject
- will set out the text clearly using features such as headings, short clear paragraphs, sections identified by letters/numbers/bullets, inseting etc
- will have an introduction and a conclusion.

N.B.: It is acceptable for the proposal to be presented within the framework of a letter / email, provided the features above are present.

Presentation

- will adopt a semi-formal to informal register
- will adopt an appropriately serious tone
- will address the audience and keep contact with them throughout, eg use of “we” and “you” etc
- will set out to catch the audience’s attention at the beginning, and leave a clear impression at the end
- will include elements of speech rhetoric eg rhetorical questions, repetition etc

Article

- will adopt a semi-formal register
- will have a suitably serious tone
- will use techniques that engage and interest readers, eg direct address
- will have a relevant headline/title
- will have an introduction intended to catch the readers' attention.

Letter to the editor

- will adopt a semi-formal to formal register
- will adopt an appropriately serious tone
- will give opinions in an interesting and engaging style
- will include some formal aspects of a letter (date, greeting, closing salutation, etc)
- will refer to the original article/issue raised.

Brochure

- will adopt a semi-formal to formal register
- will have an engaging title
- will have a short introduction and a conclusion
- will identify ideas with format features, eg sub-headings, bullet points, numbering etc
- will include practical aspects of the brochure like "contact us", or "a phone number and/or an email address".

N.B.: Graphic design as such is not marked

Talk

- will adopt a semi-formal to informal register
- will adopt an appropriately serious tone
- will address the audience and keep contact with them throughout (eg use of “we” and “you” etc)
- will set out to catch the audience’s attention at the beginning, and leave a clear impression at the end
- will include speech rhetoric eg rhetorical questions, repetition etc.

JLT Educative