

English Language Transactional Writing

Articles – What Are the Success Criteria?

Look at the example article you have been given. Use the grid below to identify the success criteria of an article.

| | | |
|----------------------------------------------------------|-------------------------------------------------------------|--------------------------------------------------------|
| How is it set out on the page? | How is font used? | How is the text structured? |
| Are there any other additional features being used? | What kind of language is being used? | Look at the way sentences are used what do you notice? |
| How is the audience referred to or included in the text? | Are there any language or persuasive techniques being used? | What kind of tone does it have? |
| How is the text engaging? | How does the text make you feel? | What is the purpose of the text? |

