

Language Genre | Notes Set

5 Categories of Language

Argument – The language used to convince/express an opinion.

Persuasion - The language used to manipulate, persuade and convince.

Aesthetic - The language used to describe and evoke emotion.

Information - The language used to demonstrate, explain and inform.

Narration - The language used to tell a story.

Remember: APAIN

Language of Argument

- Logical
- Direct statements
- Supported by facts/statistics or specific examples
- Refutes counter argument
- Emphatic words
- Draws on personal experience but doesn't rely on it exclusively

Types of Questions to Expect

- 1) Question A – You may be asked to evaluate a writer's skill in using the language of argument to express a particular viewpoint.
- 2) Question B – Write a Debate, Political Speech, Letter

Language of Persuasion

- Anecdotes, Hyperbole, Rhetorical questions, Use of lists, Repetition
- Emotive dramatic language
- Vivid imagery - adjectives, similes, metaphors
- Urgent references to time
- Use of 'we' and 'our' to connect the reader

Types of Questions to Expect

- 1) Question A – You may be asked whether a piece of writing is persuasive or not or to show how a piece you have read contains persuasive techniques
- 2) Question B – Write a Feature Article, Letter, Review

Aesthetic Language

- Using words artistically and poetically
- Not functional language ; creative
- Imagery and descriptive words
- Alliteration, Onomatopoeia, Assonance
- Use of Colour and Sensual detail – sights, smells, sounds

Types of Questions to Expect

- 1) Question A – What features of good descriptive writing did you find in the above passage?

Language of Information

- Formal, simple, clear – Directly to the point
- Emphasis on facts, statistics and accuracy
- Relevant information only – No Waffle
- Avoids opinion and bias – Detached from emotion
- Tone is formal and impersonal

Types of Questions to Expect

- 1) Question A – May be asked to evaluate the writer's skill in expressing information, clarifying their ideas, explaining
- 2) Question B – Give a Talk, Write a report, Write a set of guidelines
Look out for words like "inform" or "report"

Language of Narration

- Believable characterisation – The character's thoughts, appearance, actions, dialogue
- Detailed description of the Setting
- Plot – Introduction, Development, Complication, Climax, Resolution
- Suspense/ Tension

Types of Questions to Expect

- 1) Question A – Analyse the quality of the narrative writing,
You may be asked to evaluate a writer's skill in developing different aspects of the narrative, from characterisation, setting, plot
- 2) Question B – Diary entry, Autobiography