

# The WHAT? WHO? HOW? Approach to Reading: **WHAT TO SAY ABOUT LANGUAGE**

## **WHAT:**

- What is the text about?
- What type of text is it (informative, persuasive, entertaining)?

## **WHO:**

- Who wrote it ?
- Who is it written for (general audience, specialist, younger/older)?

## **HOW:**

### **Structure:**

- Chronological (a story) or non-chronological (a report)? Why?
- Short/long paragraph? Why?
- How are ideas linked (connectives like 'firstly'; pronouns like 'he')

### **Sentences:**

- Statements, questions, commands? Why?
- Short or long? Why?
- Formal or colloquial?

### **Words:**

- Formal ('is not') or informal ('isn't')?
- Personal ('I'/ 'you') or impersonal ('it')?
- Serious or humorous?
- General ('ill') or specialist ('hyperkeratosis')?
- Accessible ('clumsy') or inaccessible ('maladroit')

### **Other stuff to look for:**

- Register (fancy word for tone): common, colloquial, literary, scientific? Why?
- Figures of speech: alliteration, metaphor, simile, personification? Why?

# The WHAT? WHO? HOW? Approach to Reading: **WHAT TO SAY ABOUT PRESENTATION**

## **WHAT:**

- What are your first impressions of the layout?
- What is it designed to do (catch attention, reassure, surprise)?
- What features make it typical or untypical of a leaflet/website, etc?

## **WHO:**

- Who do you think it's by (individual, company, special interest group)?
- Who might it be aimed at (age, gender, specialist)?

## **HOW:**

### **LAYOUT**

- Organisation
- Chronological or non-chronological?
- Hyperlinks? Summary boxes?
- Amount of text / images?
- Colour-scheme?
- WHY?

### **IMAGES**

- Of what? Why?
- Close-ups, landscapes?
- Faces, smiles?
- Animals, people?
- WHY?

### **TEXTUAL FEATURES**

- Headings?
- Serif (formal/traditional/authoritative) or sans serif (informal)?
- Subheadings?
- Icons / logos?
- Bullet-points?
- WHY?

### **Mr B says...**

**WHAT is fine**

**WHO is good**

**HOW is better**

**WHAT/WHO/HOW + WHY is best of all**