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| Bullet point | A way of breaking up information into separate points in a list. |
| Caption | Text that tells you more about a graphic. |
| Graphic | A picture, diagram or chart. |
| Audience | The person or people who read a text. |
| Font | How letters look when they are typed. For example, **bold** or *italics.* |
| Format | How texts are laid out on a page |
| Layout | How a text is presented on the page using different presentational features. |
| Presentational features | Any part of the text which affects the layout. For example, headings, graphics or captions. |
| Heading/title | A title at the top of a page or piece of writing. |
| Sub-heading/ sub-title | A heading, often in bold or underlined, given to a subsection of a piece of writing. |
| Purpose | The reason a text is written. |
| Style | The way a text is written. For example, formal or informal. |
| Text type | The kind of text, for example, an advert or report. |
| Tone | The way a text sounds to the reader. For example, friendly or distant. |
| Text | Anything written, for example, a letter or a newspaper article. |
| Paragraph | A distinct section of writing which includes several sentences. |