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| **Caption** | Text that tells you more about an image. |
| **Image** | 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* or different sizes |
| **Layout** | How a text is presented on the page using different organisational features. |
| **Organisational features** | Any part of the text which affects the layout. For example, headings, graphics or captions. |
| **Purpose** | The reason a text is written. |
| **Text type** | The kind of text, for example, an advert or report. |
| **Tone/style** | The way a text sounds to the reader. For example, friendly, critical, formal, sarcastic. |
| **Text** | Anything written, for example, a letter or a newspaper article. |