

Another key concept in talking about texts is *language features*. This refers to the actual language choices that are made by the person or people putting the text together. Examples of language features include the use of:

- particular parts of speech such as action verbs
- particular tenses, such as past or present
- specific examples or general categories
- language expressing attitudes or emotions
- technical vocabulary
- short or extended forms
- colloquial speech
- particular word order
- nominalisation
- direct or indirect speech

The audience, purpose and mode influence the selection of language features. When a text is unsuccessful, for example it is misunderstood or the audience is amused instead of convinced, it is usually because the language features used are inappropriate.

1. In which of the following situations would you expect to find the words and expressions listed below? What effect could these the words and expressions have if used in the other situations?

1	Ad for an internet service provider, aimed at young people
2	Tenant writing a letter requesting repairs
3	Advertising campaign to encourage young people to buy opera tickets
4	Advertising campaign to encourage business people to buy opera tickets
5	Contract for a mobile phone package
6	Complaint to neighbour about faulty second hand car he sold you.

Mad...cool...sick

Sincerely

Whosoever

Get connected

you deserve it

Do it.

unhappy

a cut above the rest

take a chance

Listen to me.

normal wear and tear

stuffed

2. BRAINSTORM a list of words and expressions you might find for each of the texts below:

- a) a letter to your best friend from your holiday in Indonesia
- b) a letter to a potential employer from your holiday in Indonesia
- c) a TV ad for a mobile phone package
- d) a mobile phone contract
- e) a geology textbook on earthquakes
- f) a magazine article on earthquakes.

3. MAKE a list of the factors which affected your language choices.