**The Big 5**

Reminder- These are the “Big 5” questions that apply to almost all types of texts and what you need to be familiar with:

1. **Audience / purpose -** Whom does the text target? What does the author wish to achieve through the text?
2. **Content / theme -** What is literally ‘happening’ in the text? What is it about? What are the main ideas of the text?
3. **Tone / mood -** How does the text make you and/or the target audience feel? Describe the atmosphere of the text.
4. **Stylistic devices -** How does the author use language to convey a sentiment or message? What kinds of linguistic tools does he/she employ?
5. **Structure -** How is the text organized, literally (i.e. layout/formatting)? What kinds of structural elements of a particular text type do you see?

**The BIG 5 Analytical Tools - Questions to ask when analyzing any text:**

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| **Tools** | **Questions** |
| 1. **WHO**

**AUDIENCE** (listeners or readers for whom the message is intended) and **PURPOSE** (entertain, enlighten, persuade, inform, evaluate, define, instruct, explain) | * **Who wrote the text?**
* **Who was it written for?**
* **Why did the writer write it?**
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| 1. **WHAT**

**CONTENT** (what happens in a text in terms of action, events, people and places) and **THEME** (deeper message or main ideas of a text) | * **What is the text about?**
* **What are the details?**
* **What lesson should we learn about the text?**
* **What is the deeper message the audience should realize?**
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| 1. **HOW**

**TONE** (language used by a writer or speaker to elicit an emotional effect on the audience) and **MOOD** (the atmosphere/emotions a reader feels created through the tone) | * **What is the writer’s tone?**
* **How does the text make the reader feel?**
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| 1. **HOW**

**STYLISTIC DEVICES** (diction, denotation, connotation, irony, sarcasm, rhetorical question, double entendre, figurative speech, analogy, metaphor, etc..) | * **What stylistic devices does the writer use?**
* **What figurative language does the writer use?**
* **What rhetorical device does the writer use?**
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| 1. **HOW**

**STRUCTURE** (beginning, middle, end, paragraphs, sentences) The genre of the piece determines how it might be organized.  | * **What kind of text is it?**
* **What structural conventions are used?**
* **What style is the author using?**
* **What type of sentence is being utilized?**
* **Any persistent patterns in punctuation?**
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