**Systematic analytical overview of NSPCC leaflet**

List some significant **lexical** features (vocabulary, phrases). Discuss why there are differences between simpler lexis and more sophisticated examples.

List some examples where this written text uses features more associated with **speech** (eg 1st and 2nd person personal pronouns, contractions, imperatives, interrogatives) and discuss why these are being employed.

Discuss some of the ways that the text uses **visual** devices (pictures, fonts, boxes, highlighting, bullets) and say why these are used (there are different purposes).