**How does the NSPCC advert present childhood experiences?**

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| --- | --- | --- | --- |
| **Area of analysis** | **Features that stand out in text** | **GOOD example of feature (relating to the writer’s depiction of traumatic events)** | **Is this feature a reflection of the text’s mode, audience, purpose or context?** |
| Structure | Separation of sections: * Header and Footer, including bullet points
* Molly’s narrative
* Payment slip

Embedded images to complement the narrative |  |  |
| Register | Some formal, adult registerSome informal, childish register with high-frequency lexis |  |  |
| Lexis | Some financial jargon and legaleseLexical fields of family and helping |  |  |
| Devices | Visual reinforcementJuxtapositionDirect address |  |  |
| Grammar | Past tensePresent tenseFuture tenseRange of:* Declaratives
* Imperatives
* Interrogatives
 |  |  |
| Syntax | Complete constructions, typically simple and compoundSome longer and more complex sentences  |  |  |