**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 register  Some informal, childish register with high-frequency lexis |  |  |
| Lexis | Some financial jargon and legalese  Lexical fields of family and helping |  |  |
| Devices | Visual reinforcement  Juxtaposition  Direct address |  |  |
| Grammar | Past tense  Present tense  Future tense  Range of:   * Declaratives * Imperatives * Interrogatives |  |  |
| Syntax | Complete constructions, typically simple and compound  Some longer and more complex sentences |  |  |