**Question 3**

The source uses factual language to inform the reader about hedgehogs, such as “There is evidence that Hedgehog numbers are declining…”. This helps us to understand the situation at hand. The source also uses lists to inform the reader, such as “insects, slugs and snails”. This conveys a lot of detail quickly. The source also uses precise language to inform, such as “cut a hole about 15cm 2”, which gives us specific information /makes it easier for us to understand what to do.

The source uses direct address to persuade the reader to help the hedgehogs, such as “offer your local hedgehog a safe home”. This involves the reader in what is being described. The source also uses rhetorical questions such as “Why not send in a photo of…?” to engage the reader and make us want to get involved. The writer uses emotive language to persuade us to take action, such as “fatal to hedgehogs”, which provokes a reaction.

**Question 4**

Source 2 is a book cover and extract from a text that aims to entertain the reader about adventure, whereas Source 3 is a leaflet that aims to persuade the reader to help hedgehogs.

The text in Source 2 begins with a title on the top right-hand side of the page, “Looking for adventure”, which reminds the reader of the exciting topic. By contrast, Source 3’s title is tucked in a corner and looks more informal as it is at an angle. This makes it inviting/appealing which helps to persuade. The text in Source 2 is in one large block, broken in to paragraphs, which is typical of a novel that entertains the reader with long descriptions. By contrast, the text in Source 3 is scattered all over the page, giving a more natural feel which suits the theme which attracts the reader, persuading us to get involved. Source 3 also uses sub-headings like “Next” and website links to help the reader navigate through the information, making us more likely to get involved.

Source 3 has three images, which are linked with numbers, giving a step-by-step guide to how to make the hedgehog home. This persuades us that it is simple by giving visual aid. By contrast, Source 2 has only one main image of the writer, with a closer view than in Source 3, so that we can make a personal connection with him. His serious expression complements/reinforces the extract. There is, however, a second, small image, of Steve abseiling, which shows adventure, which is the topic of the book. Source 3 uses an informal font that looks like handwriting for some of its tips, making it seem homely and simple to get involved. By contrast, Source 2’s font is bolder. His name is emphasised with clean letters as he is the selling point, while the title looks urban and gritty to emphasise that the text is entertaining.