Main characteristics of text types

The following general characteristics are provided as a guide. They are not intended to be exhaustive, but include some of the main features found in the written form of some of the more common text types.

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| Text types | Identifiable features |
| **Advertisement** | Topic/product name; content (factual and persuasive information); register; style; layout. |
| **Article (magazine)** | Title; content (language of opinion, informative); author; register; style; layout. |
| **Article/news item (newspaper)** | Title; content (language of opinion, informative); author; register; style; layout. |
| **Autobiographical extract** | Title; content (personal, informative, reflective); author; register; style; layout. |
| **Biography (extract)** | Title; content (informative, reflective); author; register; style; layout. |
| **Blog** | Headings/sub-headings; date; structure; content (commentary); register; style; layout. |
| **Brochure/leaflet**  | Topic; content (factual and persuasive information); heading/sub-headings; register; style; layout. |
| **Editorial** | Title/heading; structure; content (descriptive, language of opinion); register; style; layout. |
| **Email** | Recipient’s email address; subject line;date; salutation; body (content); signing off; register; style; layout. |
| **Essay** | Title; content (descriptive, language of opinion, informative); author; register; style; layout. |
| **Invitation** | Statement of invitation; detail of event (event, date, place, time etc.); details for responding; register; style; layout. |
| **Journal entry** | Date/place/time (as appropriate); structure (related to sequence of thought, events or importance); opening (often an evaluative comment); content (information/reflection/ evaluation); conclusion; register; style; layout. |
| **Letter/postcard (informal)** | Address; date; salutation; greeting; body (content); farewell; signing off; register; style; layout. |
| **Letter (formal)** | Address; date; salutation; greeting; body (content); farewell; signing off; register; style; layout. |
| **Message** | Date; salutation; body (content); farewell; signing off; register; style; layout. |
| **Note** | Salutation; content (short and clear); farewell. |
| **Personal profile** | Title (name)/heading; content (factual information); headings/sub-headings; register; style; layout. |
| **Report** | Topic; structure (introduction body, conclusion); content (factual); use of evidence (when relevant); author; register; style; layout. |
| **Résumé** | Title; content (factual information); register; style; layout. |
| **Review** | Topic; structure; content (opinion, reaction); author; register; style; layout. |
| **Script** | Title/topic; structure; content; register; style; layout. |
| **Story, short story** | Title/topic; structure; content (creative); author; register; style; layout. |