**AC notes for Maighan**

* Read questions before transcript
* Section transcripts

**Fanta Commentary**

Intro

* Could you elaborate on the comment ‘designed to grab the attention’? This is an interesting observation to make and could form the basis for a solid discussion about the nature of print advertising and the way that it is viewed/seen.
* Use another synonym for ‘formed’. Utilises? Focus more on how it uses certain features to relate to the audience.

Syntax

* Be more specific in the first sentence. It is not clear what sentence types or structures are employed within the text. State this at the start of the paragraph so you can elaborate on it later.
* The phrase ‘which all function in their own way’ doesn’t contribute to your analysis so cut this. Think about how you could, instead, phrase this is in a more meaningful way.
* Try to phrase things more directly e.g. ‘allow for ease of comprehension for a wide variety of individuals’ could become ‘are more easily understood by a wider audience’. Don’t fluff even if it means it will sound longer. It is far better to be concise and direct with your explanation than long-winded and ambiguous.
* Your discussion of persuasive techniques is a stronger discussion of the text. This is excellent!
* Cohesive devices are very clear and work well.

Lexis

* This is a much stronger start than the previous paragraph. It is to the point and employs the relevant jargon. Continue to discuss word classes where relevant! It demonstrates a more comprehensive understanding of the subject.
* Change ‘lexical contractions’ to ‘contractions’.
* Your analysis here is excellent. I would encourage you to think more about how you could expand

Discourse

* The start of this paragraph is far too general
* Make sure that you stick to a discussion about one feature. The section where you talk about the formatting of the text isn’t consistent with your analysis of anaphoric referencing
* ‘Persuasive features’ is not jargon that is relevant to English Language
* Be careful with your tone as elements of this are not formal enough for your analysis