

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.

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.