

Language Features

English **Level 2 Reading** Identify the technique, quote the evidence, explain the effect · 3 parts · 24 marks

The nine features you must know for Level 2

Feature	What it looks like	Why writers use it
Rhetorical question	"Isn't it time you took control?"	Makes the reader think / involves them
Direct address	" You deserve better."	Speaks personally to the reader
Emotive language	"heartbreaking", "devastating", "abandoned"	Stirs the reader's feelings
Statistics / facts	"73% of users said..."	Sounds reliable and convincing
Rule of three (triple)	"faster, cheaper, cleaner"	Memorable; builds rhythm and emphasis
Alliteration	" b ig, b old, b rilliant"	Catches the eye; memorable
Hyperbole (exaggeration)	"the best deal in the universe"	Grabs attention; adds humour or drama
Imperative (command)	"Join today." "Don't wait."	Tells the reader what to do; urgent
Expert opinion / quotation	"Dr Lee says..."	Adds authority and trust

Exam tip: a full-mark answer names the feature, quotes it exactly, *and* says what effect it has on *this* reader for *this* purpose.

Part 1 – Match the feature (9 marks)

Each sentence uses one main language feature. Write the name of the feature next to it.

- "Every single day, thousands of perfectly good meals are thrown in the bin."
- "Sign up before Friday to lock in the price."
- "Have you ever wondered where your recycling actually goes?"
- "Our new gym is bigger, brighter and better than ever."
- "Nearly 8 in 10 apprentices stay with their employer after qualifying."
- "I have literally been waiting a million years for this bus."

7. "You know your team better than anyone – so you decide."
8. "These terrified, trembling puppies were dumped at the roadside."
9. "Fresh, fast, fabulous food."

Part 2 – Find the evidence (6 marks)

Text A – from a leaflet by a local council

Are you tired of dodging potholes on your street? You are not alone. Last year we received 4,312 reports of road damage – more than double the number in 2022. That's why Brookford Council is launching **Fix My Road**, a simple, speedy, straightforward way to report a problem from your phone. Within 48 hours, an engineer will inspect the site. Within ten working days, it will be repaired. Don't put up with cracked, crumbling, dangerous roads any longer. Download the app today and take back your streets.

Find and copy **one** example of each feature from Text A.

Feature	Quotation from Text A
Rhetorical question	
Statistic	
Rule of three	
Alliteration	
Imperative	
Emotive language	

Part 3 – Explain the effect (9 marks)

Text B – from an online article

Let's be honest: nobody enjoys a 6 a.m. alarm. But according to sleep scientist Dr Anita Rowe, the problem isn't the alarm – it's the phone next to it. "Scrolling in bed steals up to 90 minutes of quality sleep a night," she warns. Ninety minutes! That's more than ten hours a week – a whole working day, gone. So tonight, do one small thing: leave the phone in another room. Your future self will thank you.

10. Identify **one** language feature used in Text B. Quote it, and explain how it helps the writer persuade the reader. (3 marks)

11. Explain how the writer uses an **expert** to make the article more convincing. Use a quotation.
(3 marks)
- _____
- _____
- _____
12. Both Text A and Text B end with an imperative. Explain why this is an effective way to end a persuasive text. (3 marks)

Language Features – Answers

Level 2 Reading

Want a tutor to mark your work? Functify Learning runs live 10-week Functional Skills Level 2 English and Maths courses (small groups, mock exam included) and a 5-day self-paced revision course. Start with our free mini mock test at functifylearning.co.uk.

Part 1

1. Emotive language / hyperbole (accept either; "thrown in the bin" + "perfectly good" is emotive)
2. Imperative
3. Rhetorical question
4. Rule of three (also accept alliteration of "bigger, brighter, better")
5. Statistic
6. Hyperbole
7. Direct address
8. Emotive language (accept alliteration for "terrified, trembling")
9. Alliteration (also a rule of three)

Part 2

Feature	Quotation
Rhetorical question	"Are you tired of dodging potholes on your street?"
Statistic	"4,312 reports" or "more than double" or "48 hours" / "ten working days"
Rule of three	"simple, speedy, straightforward" or "cracked, crumbling, dangerous"
Alliteration	"simple, speedy, straightforward" or "cracked, crumbling"
Imperative	"Don't put up with...", "Download the app today", "take back your streets"
Emotive language	"dangerous", "crumbling", "tired of", "put up with"

Quotations must be copied exactly – the exam does not give the mark for a paraphrase.

Part 3 – mark scheme guidance

10. 1 mark for naming a feature, 1 for an accurate quotation, 1 for a specific effect. Example: *The writer uses a rhetorical-style exclamation, "Ninety minutes!", to make the reader stop and register how much sleep they are losing; repeating the figure makes it feel shocking and personal.*
11. Example: *The writer quotes "sleep scientist Dr Anita Rowe", who "warns" that phones "steal up to 90 minutes" of sleep. Using a named expert with a job title makes the claim sound researched and trustworthy, so the reader is more likely to accept the advice. (Expert + quote + effect.)*

12. Example: *An imperative such as "Download the app today" or "leave the phone in another room" gives the reader a clear, simple action to take. Ending on it means the last thing the reader sees is the instruction, so the text finishes with a sense of urgency and purpose rather than fading out.*

The three most common mistakes on this question type

- **Naming with no quotation** – "the writer uses statistics" gets 1 mark at most.
- **Generic effects** – "it makes the reader want to read on" fits every text and scores nothing. Say what the reader thinks or feels *because of this feature in this text*.
- **Overquoting** – copying half a paragraph hides the feature. Quote the shortest phrase that shows it.