Own words Formula:	Quotation Formula:	Context Formula:
- Identify the relevant section of the passage: Locate - Select Key words the question is looking for Isolate - Change the key words, to demonstrate you understand the section translate	- Quote relevant section of the passage. If it is one word, just use one word.	- State the meaning of the word. - Quote the word or phrase that helps you understand the meaning. - Explain/show how your quote does this.
Summary Formula:	Link Formula:	Tone Formula:
- identify the key points / issues from the particular section. - summarise these points into your own words.	- Quote a word from the linking sentence / paragraph and explain how it links back. - Summarise what is being said in the section before the link. - Quote a word from the linking sentence/paragraph and explain how it links forward. - Summarise what is being said in the section after the link.	- Identify the tone of the extract (NB: The tone will NEVER be 'normal'). - Quote the words that help you understand this tone - Explain how they do so.

Word Choice: • Quote the example of word choice. • State the meaning of the word. • State the connotations of the word. • Explain what this word choice suggests or helps you understand .	Imagery Formula: • Identify the image (e.g. metaphor, simile, personification etc.) • Quote the image and state what is being compared to what (own words). • Apply Just as ....So too to explain the comparison. Explain the effect of this and what it helps you understand	Sentence Structure Formula: • State sentence structure used (e.g. punctuation mark, short / long sentences). • Quote it • Explain the effect and how it adds to your understanding of the passage.
Contrast Formula: • Summarise the idea of one side of the contrast. • Quote a word / phrase to demonstrate this. • Summarise the other side. • Quote a word / phrase to demonstrate this. • Explain how the two opposite ideas contrast.	Evaluation Formula How effective? • Make a Point about a certain effective technique • Quote an example of the technique. • Explain why the quotation is good in terms of the effect of the technique/what it helped you understand.	If the question doesn't match a formula: • Look at the number of marks available. • Give a statement answering the question. • Back it up with a quote and explanation.