Example 1: Paper 1—HL

Text A
This is a instruction document. This can easily been seen. The signs and illustrations give the clue that this is a instruction document. Words like "quick start manual", "press, touch, flip, remove" (all instructive language), "locking, Using, Setting," (all currently doing language) show the instructive language. Also, the pictures are clear with arrows pointing at certain parts of the nuvi, and explain their functions. The steps (number 1, 2, 3, etc.) make clear that this is a instruction text. The first page of the document shows the nuvi 260 series. It is a clear picture of the nuvi turned on. Left above the name of the producer is written: GARMIN. It is in bold letters and it doesn't catch your attention at first, the picture does, but it catches your attention after you've seen the picture. GARMIN is written in capital letters, probably to get attention, and it is also written in a different style than all the other letters in this picture. All the styles of the letters are clear and also the background (probably white) is clear. This is because the nuvi is already bought by someone when he/she reach the instruction document, so this document doesn't necessarily have to catch someone's
attention. The second paper is, again, quite clear and neat. The numbers indicate the steps that have to be followed to start the niūi. The titles of each separate instruction menu are written in bigger letters, so that the reader can easily find how to use the main menu or so. The third page is again a new instruction text. The titles are, like page 2, written in bigger letters and the numbers indicate the steps. However, in this page, the numbers haven't got a nice circle around them like page two. This is because in page two, the numbers not only repeat a step, but also show in the picture above their place on the monitor. Without a circle around it, so only numbers, this would look rather unorganised. The text was created by GARMIN, the producer of the niūi. The text "2009 GARMIN. Page A" right under page one, shows this. It was produced in March 2009. It was produced to help and instruct people to use their new-bought niūi. The audience, therefore, is the buyers of the niūi 1300 series. This text is delivered with the niūi 1300, whether you want it or not. My personal experience doesn't really have influence on this text. The text is just an instruction form, since there are not really emotions involved, or any feelings. The text is just formal and clear.
Text B

The text is written to inform and convince the audience of the writer's opinion. The language is quite formal, but sometimes also funny—or perhaps better: the writer makes jokes. The first paragraph is an introduction: it tells us what the text is about. The last sentence ("Now... help!") tells us exactly where the text is about and what the writer wants to tell us.

The writer uses a lot of adverbs, especially in the first paragraph. He also uses more expensive words (proper instead of good), so the language is formal and the writer must be a clever person and high-educated. Names are written in italic ("The Crucible") and also small titles are written in italic. The text doesn't have a title, and all the whole text is written in the same style. The tasks of the apostrophe are also all written in italic and so that the reader easily can see what the tasks are. The text starts, as I mentioned before, with an introduction and the rest of the text tells us the tasks of the apostrophe and the explanation. The text was created by Lyn Truss. She wants the audience to finally know where the apostrophe is used for and how, because many people use it in a wrong way. I think the audience of this text are high-or middle-educated people (due to the language) who are adults or elderly. The audience may have read this article in a magazine.
or it is produced in a book about the English language and punctuation. So, knowing this, the audience must also like to learn about the English language. The text is, I think, quite funny. Written. It is a little bit sarcastic ("Warner Brothers, take note") and also amusing.