



# How to Judge Whether a Text is Effective

KS4 ENGLISH LANGUAGE Ages 14-16 ⌚ 3 min read

## What Does 'Effective' Even Mean?

A text is **effective** when it does exactly what it's supposed to do. Think about a recipe: it's effective if you follow it and end up with something tasty. A text works the same way. An **advertisement** is effective if it makes you want to buy something. A **complaint letter** is effective if it gets the company to fix the problem. A **poem** is effective if it makes you feel something.

Think of it like a football player: they're effective when they score goals and help their team win, not just when they run around a lot.

## Ask Yourself These Three Questions

To judge if a text is effective, ask: **Who is it written for?** (That's the **audience**) **What is it trying to do?** (That's the **purpose**) **Does it actually do those things well?** A love letter written for your best friend is pointless—it's not aimed at the right person. A funny joke written to scare people isn't going to work either.

## Look at the Techniques Used

Writers use special **techniques** to make their texts work better. These include **descriptive language** (painting pictures with words), **repetition** (saying something over and over to hammer home a point), **short sentences** (for drama and impact), **statistics** (using numbers to prove things), and **emotive language** (words that make you feel sad, angry, or happy).

Think of it like seasoning in cooking: salt, pepper, and spices make food taste better. Writers use techniques the same way to make their words more powerful.

## Check the Evidence and Logic

An effective text gives you **proof** for what it says. Does it use **facts** and **examples**, or just opinions? Does the argument make sense, or does it jump to weird conclusions? A **persuasive leaflet** is only effective if you believe what it's saying is actually true.

## The Bottom Line

To decide if something is effective, you need to understand its **purpose** and **target audience**, spot the **writing techniques** used, and check whether those techniques actually work. An effective text isn't always the longest one or the fanciest one—it's the one that does its job really, really well.