

Textual analysis is a methodology that involves understanding language, symbols, and/or pictures present in texts to gain information regarding how people make sense of and communicate life and life experiences. Visual, written, or spoken messages provide cues to ways through which communication may be understood.

What is textual analysis?

- Analyzing or looking closely at a text to see **HOW** the writer conveys or gets across a message.
- Writers choose every single word carefully.
- Writers use a number of **LANGUAGE TECHNIQUES**, also called **FEATURES** or **ASPECTS**.