Text Type: Brochures

Functions:

Brochures are used primarily to give a thorough explanation of one specific subject, to convey information and regulations. Almost anything that requires details can be covered.

Context of use:

Brochures can be used as an explanation of the nature and composition of an organization. They can also be used as promotional or advertising materials, such as marketing one’s company, products, area of interest and so on.

Linguistic characteristics:

Brevity and clarity are the characteristics of a successful brochure as it usually gives a brief picture of the conference, service, or cause they are promoting.

Descriptive words, with non-jargon filled text, are used so that readers will find it easier to get a concrete understanding of the company and the products, etc. Brochures, especially the ones used for advertising, often use elaborated, abstract vocabulary items with favorable connotation. The use of tone, whether it is impersonal or personal, usually depends on the nature and the content of the brochure.

Format and layout:

Text in brochures is presented in chunks and is separated by white spaces. Layout is usually organized from left to right and top to bottom. Variation in type size and the use of bullets, boxes, and visual devices, such as graphs, tables, charts, illustrations and diagrams are commonly used in brochures. They can greatly enhance the brochures’
attractiveness as well as the effectiveness of the text so that it will be more readable and pleasing to readers.

Ways of organizing information:

Usually, there is/are front cover headline(s) to provoke readers’ interests and curiosity to read the brochure. An introductory paragraph or a separate introduction section can be found in the beginning as an overview of the brochure to tell readers what they are going to read in the following sections. There will be various sections, separated by headings and subheadings, targeting specific items in the body. At the back cover of the brochure, there is often more information written in providing ways for contacts.