**ANALYTIC POINT**
The analytic point states a succinct discovery or original insight gained from the research.

**ORIENTING INFORMATION**
Orienting information introduces and sources the forthcoming excerpt.

**EXCERPT**
An excerpt is a compelling snippet from the ethnographic record; it serves as evidence and inspiration for the analytic point.

**ANALYTIC COMMENTARY**
In analytic commentary the researcher uses their knowledge to “unpack” the excerpt and/or examines the analytic point and its associated excerpt in the light of theories, concepts and debates in the scholarly literature.