

A decorative border with intricate floral and scrollwork patterns in a light grey color, framing the text. The border is composed of two parallel lines with the decorative pattern filling the space between them.

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Assignment: 01

Student no.:

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Unique Assignment

no.: 895785

Table of Contents

Essay	3
Declaration	5
Bibliography	6

75

A proficient analysis of the effective use of persuasive features.

Question 1 – Persuasive Prose

Flu Shots Now Available!
\$19.99 Flu Shots SPECIAL OFFER Expires December 1st

Keep the Whole Family Healthy!

When one family member is sick, the whole family is at risk. At Doctors Express our goal is to keep you healthy - whether you're at school, at home, or at work.

- Treatment for Common Illness - Cough, Cold, Fever, Ear Infection
- Flu Shots & Travel Vaccines
- On-Site X-Ray & Lab Work
- Sports Physicals
- On-Site Prescriptions
- Most Insurances Accepted
- Walk-Ins Welcome

No Appointment Necessary!

Doctors Express
Urgent Care When You Need It

303-220-9168
www.DoctorsExpress.com

Mon - Fri: 8am- 8pm
Sat - Sun: 8am- 5pm

In this essay, I am going to discuss the effectiveness of the above advertisement as a persuasive text. The writer uses a variety of linguistic devices, which will be discussed below, to gain the reader's attention. The writer wants the reader to act on the influences of the text by purchasing the advertised product. The main theme in the advertisement is family health, which is evident from the use of the image of a smiling family, as well as the repetition of the words 'healthy' and 'family' in the text. The tone of the advertisement is informal, as the words 'shots' and 'lab' are used in the text. The advertisement is about the availability of flu shots at a special price. While this is the main focus of the advertisement, there are other services available at Doctors Express which is also listed.

The writer uses words and phrases like "our" and "no appointments necessary" to appeal to the reader's emotions. It creates a sense of intimacy and belonging. By saying 'no appointments necessary' the reader feels that he or she is always welcome. It also gives the reader the impression of convenience. The inclusion of the trading hours further emphasizes this point. The phrase "urgent care when you need it" also implies the point of convenience, since one would not have time to pre-plan when there is an emergency.

The phrase 'keep the whole family healthy' is written in dark, bold print and is finished off with an exclamation mark to emphasise it. This phrase draws the reader's attention to the advertisement. All of the key parts of the text are in larger, bold print. This is the information that is used to attract the attention of the reader. The image of the smiling family will appeal to a mother or parents, who are the target audience of this advertisement. The aim of the image is to reinforce the idea of health and therefore happiness, as the family would not be smiling if they were ill. The mother and children piled on top of the father also implies strength, which is another factor linked to health.

The special offer expires on December 1st, which indicates that this advertisement was published during the holiday season. This is another way of appealing to the reader's emotions, as families are known to spend time

together during the holidays and nobody wants to be sick. This is further emphasized by the phrase “when one family member is sick, the whole family is at risk”. The use of the word ‘risk’ in this sentence arouses fear in the reader. The use of the word ‘goal’ tells the reader that their health as well as their family’s health, is a priority at Doctors Express. The inclusion of an expiration date on the special offer pushes the reader to act with haste. The writer wants to elicit an immediate action and one way of ensuring that the reader does so is limiting the time on the offer. This also gives the reader the feeling of achievement or winning, since “the early bird catches the worm” and only those who respond to the advertisement before December 1st, will be able to get the special offer.

The purpose of the text is to promote the products and services available at Doctors Express which will in turn increase their sales and revenue. The advertisement achieves this through the use of emotive language and visual representation to arouse desire within the reader. The different services available are listed in the form of bullet points, which are short and concise. This shows that there is no ‘beating around the bush’. The most important points are given in a direct, simple manner. There are no hidden meanings or alternative ideas.

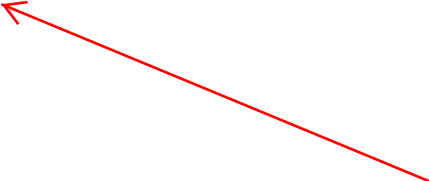
The inclusion of the telephone number and website adds to the point of convenience, but also elicits the reader’s trust. People tend to trust an institution or company more, if they are easily contactable and traceable. The Caduceus symbol is also included in the text. This symbol is used by many medical practitioners and institutions as a symbol of commitment to the medical fraternity. Although it is incorrectly used, the frequent use of it means that it is commonly associated with medical facilities as a symbol of trust and commitment.

The special offer is typed in red on a yellow background. Red is a colour that is associated with danger, but also with love, which appeals to the reader’s emotions, depending on how it is interpreted. The yellow background can be seen as a highlighter which makes the text stand out, since it contains important information for the reader. The company name, “Doctors Express” and the caduceus symbol are typed in purple. This is a colour that is often associated with royalty. This leads to the connotation of power, wealth and luxury. This means that the reader may subconsciously interpret that they will be treated like royalty or as if they are in a position of power. This connotation may further be supported by the extended trading hours and convenient walk-in policy, since a royal figure or person in a position of power would have people readily available to serve them.

The use of certain figures of speech also helps to emphasise the points made in the text. The writer uses repetition of the words ‘whole family’ and ‘healthy’ to highlight the theme of whole family health. The use of alliteration is also evident in the phrase “at school, at home or at work”. The use of alliteration emphasises the widely ranged target audience of the advertisement which includes children at school, working class adults, and stay at home adults and children.

The overall layout and use of emotive words and phrases, helps to make the advertisement an effective one. The writer manages to arouse the reader’s desire so that even if they are not interested in the flu shots, there are other products and services offered at the institution that they may require. The colours and fonts used in the advertisement are attractive and used convey subliminal messages to the reader through symbolism.

(1047 words)



Conclusion should summarise the main points

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ADDENDUM B: PLAGIARISM DECLARATION

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ASSIGNMENT TOPIC: Critical analysis of advertisement

ASSIGNMENT NO.: 895785

I declare that this assignment is my own original work. Where secondary material has been used (either from a printed source or from the internet), this has been carefully acknowledged and referenced in accordance with departmental requirements. I have not allowed anyone else to borrow or copy my work. I understand what plagiarism is and have read the university's policy in this regard, available at:

http://www.unisa.ac.za/contents/colleges/col_grad_studies/docs/Policy_copyright_infringement_plagiarism_16November2005.pdf

Signature



Date: 21/08/2017



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