

## Outcome three

In my last post, I explained Outcome Two. In this post, I will be focussing on Outcome Three. Your study guide says the following about Outcome Three:

**Outcome 3:** students read literary language as a means of *positioning the reader* in order to *elicit a particular response*. One could ask: ‘how does the text create a response in me, the reader?’

### What does this mean?

This means that texts try to make you react in a certain way. They want you to feel a particular emotion, or they want to persuade you to desire something. Sometimes, they want to persuade you to agree with a certain opinion. You need to think about **what** the texts that you encounter want you to feel, think or do, **how** they try to persuade you to feel, think or do that thing, and **why** they want you to feel, think or do it.

Every advertisement that you encounter wants people to buy something. If it does not want people to buy something, it wants them to ‘buy into’ or believe something. You need to ask yourself

- what is being advertised,
- how it is being advertised, and
- why it is being advertised in the way that it is.

When you ask yourself why the product, service or idea is being advertised in the way it is, you may have to ask yourself a few more questions to find an answer. As yourselves

- **who is** the advertisement aimed at, and
- **what** is the appeal of the advertisement?

### For example:

Please look at the Ford Fiesta advertisement attached to this post. You can also follow this link to find the image: <http://inspirationfeed.com/inspiration/40-amazing-examples-of-creative-automotive-advertisements/>.

Now, to analyse this advertisement, try asking yourselves the questions listed above.

- what is being advertised?

Here, a car is being advertised.

- how is it being advertised?

the slogan ‘the city is in your hands’ is used together with an image of a car key. The car key is shaped like a city skyline.

- why it is being advertised in the way that it is?

As stated above, when you ask yourself why the advertisement is structured the way it is, it might help to ask yourself further questions, such as who the advertisement targets and what makes the advertisement attractive, interesting or appealing.

- **who is** the advertisement is aimed at?

The advertisement is aimed at people who enjoy living in cities and having the freedom to explore them. We can see this through the emphasis on cities in the advertisement. It also seems to be aimed at people who enjoy feeling powerful and in control, as it says that ‘the city is yours’ if you have a Ford Fiesta. This implies that, if you have a Ford Fiesta, you will feel like you own and have access to the whole city.

- **what** is the appeal of the advertisement?

It suggests that a Ford Fiesta is a car that will allow you to drive far distances over the entire city, and will therefore give you freedom. The advertisement also suggests that the Ford Fiesta will give you a feeling of power over the city (perhaps because it is a car that drives smoothly and makes you feel capable, or perhaps because it implies status and will make people respect you). So to summarise, the appeal of the advertisement is freedom, power and control.

Remember that it is not only advertisements that want to get responses from you. A tragedy such as *Macbeth*, by William Shakespeare, which shows the fall of a hero who has too much ambition, might want you to fear the consequences of wanting too much power. You should think not only about the responses that advertisements try to get from you, but the responses that poems, plays and novels want from you as well.

Soon, we will start to deal with advertisements in more depth, and we will also deal with headlines and propaganda. This post is just meant to help you understand what is expected from you. It would be good for you to start paying more attention to advertisements in the meantime. Try to analyse them. You might find that you can already do this more effectively than you could before reading through this post.