

The non-fiction text titled 'Flu Shots Now Available' is a compelling visual advertisement from the Doctors ExpressTM Urgent Care Centre, promoting 'flu shots' and other health-related services to the general public as a preventative measure against the flu virus. It comprises of lots of text giving detail, as well as pictorial support. This advertisement could probably be found in print media such as magazines, medical publications, newspapers, billboards, flyers and posters, or even on the internet. It largely targets all responsible adults, (parents, guardians and caregivers) who care about their families' wellbeing by influencing and convincing them through employment of various persuasion techniques, to purchase the flu shots for their families. This essay therefore, is going to critically analyse the aforementioned persuasion techniques and how they, to a large extent, persuade the audience.

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Firstly, the text contains visual text. The visual text has print variation, that is, it comprises of various coloured fonts that are attractive and eye-catching. The title 'Flu Shots Now Available' is written in strikingly bold letters, with each word capitalised on the first letter and is highlighted by a broad block of colour. This does not only appeal to the visual sense but also serves to inform the

audience about the availability of the product, as it immediately reveals the purpose. An electrifying image of a happy family accompanies the visual text, presumably happy because they got their 'flu shots' and are now not at 'risk'. This image is extremely appealing and links to the verbal text and it also helps to highlight the main idea expressed in the sentence "Keep the Whole Family Healthy!" The family's engaging and infectious smiles attract and arrest the reader's attention thereby arousing the desire to buy the 'flu shots' as the readers find themselves ('mirroring') with the family. There is an implication of a close association between buying the vaccine and happiness, as vividly suggested by the image.

Secondly, the advertisement appeals to the readers' fear by capitalizing on the flu health scare. The sentence, "When one family member is sick, the whole family is at risk", is a fact aimed at evoking an emotional desire to keep the whole family safe and healthy by protecting them from the influenza virus. Surely no responsible adult would want to 'risk' one's family. This directly appeals to their physiological needs for safety and happiness. The text "... encourages the idea that the way to solve problems is by buying a product," Goatly (2000:188). In this instance, fear of non-conformity will lead the audience



to buy the vaccine because if they fail to their whole families will face the negative consequences of this contagious disease.

Furthermore, the text is rendered informal through the use of familiar language as shown through clipping flu for influenza, using lab for laboratory, contracting you are by using you're as well as using the symbol & for the conjunction 'and'. This is a shrewd way of connecting with the readers by using their everyday language. It strikes a chord deep within their emotions and is therefore very persuasive. To add on, verbal ellipsis, as shown in the title "Flu Shots [are] Now Available", cements the informality by using the syntactic scheme of omitting the verb 'are'. To strengthen the connection with the readers, exclusive personal pronouns 'you' and 'our' are utilised. In the sentence "At Doctors Express our goal is to keep you healthy..." the audience is made to feel special by this direct address and as a result, they are coaxed into trusting the care centre thereby purchasing the advertised flu shots and other services.

Punctuation has been deliberately utilised to skillfully manipulate the readers. Dots have been used to list other services on offer. In this way, readers are informed of additional services to purchase, other than the vaccine. These services are listed in short, clear



language with no full-stops probably to make people read on without stopping and to emphasize that there is a whole lot more benefits inside. There are also exclamation marks used after two declarative sentences: "Flu Shots Now Available!" as well as "No Appointment Necessary!" They serve to emphasize the essentiality of the services and seem to denote a sense of urgency. By starting the sentence "Keep the whole family healthy!" with an action verb and adding an exclamation mark, this makes the statement imperative. It is as if the writer's voice is permeating through to the readers, calling them to action. Lastly, hyphens are used for elaboration as in the statement "...to keep your family healthy - whether you're at school, at home or at work". They are also used for elaboration of services on offer, for example "Treatment for common illness - cough, cold, fever, ear infection". It gives the reader more information and to keep them up-to-date with services available.

Moreover, to maintain interest, linguistic features are used to help convince the reader to buy the products and services offered. One of the most splendid linguistic feature is phonetic alliteration as in "... common illness - cough, cold...". Internal rhyme is also evident in the sentence -

"When one family member is sick,
the whole family is at risk."



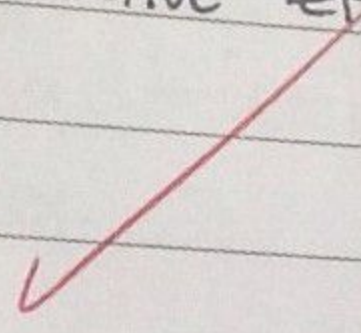
Together with the repetition of the word 'family', all this contributes to the compactness of the text by impacting on the memorability of the advertisement to the consumers.

In addition, the language used is literal and clear. Useful information such as contact details and official times and days is given and is key to accessing the services. Other key information like "Most insurances accepted" and "No appointments necessary" together with the website address also makes it easy for the reader and is itemized for their convenience. It goes to show how beneficial, essential and accomodative the centre is. The words "SPECIAL OFFER" are capitalised. This, together with the inclusion of the price "\$19.99", lures the reader by presenting the product as affordable. As a result, it would seem better to buy the vaccine from Doctors Express. Naturally, the audience would not want to miss out on such an incredible offer that would eliminate their 'whole family' from 'risk'. Adding the time frame "Expires December 1st", denotes an element of urgency, coupled with the word 'Urgent' from the slogan. The use of the present tense might symbolize that the 'flu shots' are so vital that the audience must act now. This gives good reasons to visit the centre. Medical word choice like x-ray, prescriptions and vaccines give credibility and expert information. The logo and the slogan "Urgent Care When You Need It" popularizes the brand as it is catchy and therefore impacts on the target audience.

Parag 5



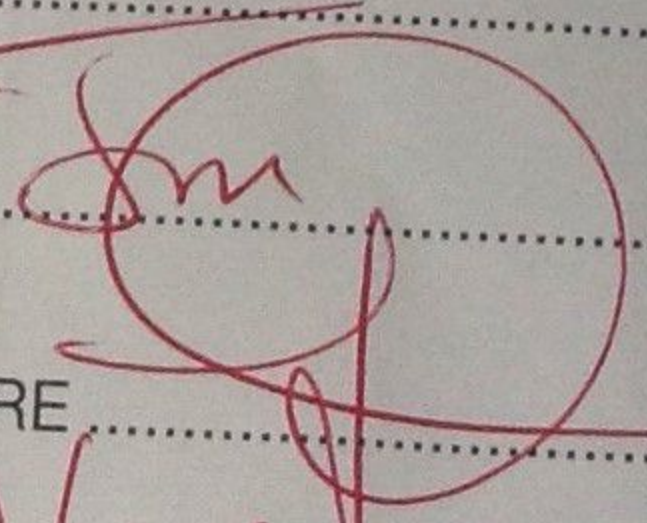
All in all, the Doctors Express' advertisement for an influenza vaccine and other services uses a variety of visual and textual features such as diction, punctuation, stylistic effects and a happy family image. These appeal effectively to responsible adults' fear and emotions so as to make them buy the vaccine for the whole family as well as purchase the additional services itemized in the advertisement. This advertisement creates a powerfully evocative effect on consumers.



MARKER'S COMMENTS

A proficient analysis
of the key terms of the
text. Well done!

MARKER'S NAME



Marks awarded

80 %

MARKER'S SIGNATURE

DATE

01/10/17