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**ENG2601**  
**Assignment 01**  
**Unique number 599702**

**2 Question 1: Persuasive prose**

In the article entitled 'Alcohol advertising' posted on the ASA (Advertising Standards Authority) website, (ASA. 2016. "Alcohol advertising." <https://www.asa.org.uk/News-resources/Hot-topics/Alcohol.aspx#.Vw516YXRbf>) the link between alcohol advertising and people's attitudes and beliefs towards alcohol is discussed. The article claims that contrary to beliefs that alcohol advertising only influences brand choice, studies show that it is more likely to influence young people's behaviour and to bring about positive beliefs towards drinking. ASA mentions that the article was written due to 'societal concerns about alcohol'. In response to these concerns, the article aims to point out and prove that ASA has strict rules for alcohol advertising and are 'robust' in applying these rules. ASA is trying to convince the reader that they are proactive in maintaining the stringent rules and regulations regarding alcohol advertising and that they work with partners and are open to new research to ensure that the broadcasters are compliant. The text provides the reader with evidence and facts to demonstrate the argument. The ASA article is a well written piece of persuasive text and it uses a variety of techniques to position the reader in favour of their view point.

The context of the article based on the recent concerns about alcohol use and abuse and how this social issue has grown substantially recently, placing it 'high on the political agenda'. A number of factors have been identified as the causes of binge drinking and underage drinking. Parents and peer groups seem to have a large influence on drinking but advertising is now also on the list of influences. Alcohol Research UK (<http://alcoholresearchuk.org/alcohol-insights/the-representation-and-reception-of-meaning-in-alcohol-advertising-and-young-peoples-drinking/> 2017) claims that advertising of alcohol can "create a climate which alcohol consumption is regarded as normal and serves to trigger an interest in alcohol"

In response to these claims ASA chose to write an article informing the public, broadcasters and companies of their stance on the issue. The article places a substantial amount of focus on the advertising rules for alcohol and therefore the targeted audience would mainly be broadcasters and companies who sell alcohol or the members of the public who may or may not have been offended by a particular alcohol advertisement. The readers of this particular article would be looking for information about a certain topic, in this case, alcohol and advertising. They would be aiming to learn something new. This would require the article to be informative and concise in order to meet the needs of the target audience. The paragraphs are short and to the point, just stating the facts. The formal and factual tone of the article helps to serve the purpose of informing its reader. The sentence structure is long and convoluted, therefore slowing down the pace of the article and allowing the reader time for contemplation.

When we look at the diction used, we can conclude that the text is aimed at an intelligent reader. The writer uses complex words like 'societal', 'consultation', 'commissioned' and 'breached' to address the subject matter creating a more formal tone. The author makes use of words like 'robust' and 'stringent' instead of their more simple counterparts like 'tough' and 'strict' to add to the formal tone of the article. Even though these words have the same denotative meaning, the particular choice of word changes the effect of the sentence. Typically, a nonfictional piece of writing has an impersonal tone that inspires a serious atmosphere. This article is no different. There is no use of personal pronouns like 'I' and 'our'. The writer does not use words that indicate

his feelings towards the particular topic or emotive vocabulary like 'appalling' or 'terrible'. Throughout the article the word 'strict' is repeated in a variety of different words that have the same meaning. This is done to emphasize the point that ASA is 'strict' in their controls over alcohol advertising. The writer includes words like 'stringent', 'strictest' and 'robust' which all have similar meanings.

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The use of example adjudications is another method the writer used to create the factual tone. Each example is written in a bullet format to help recite the data and support the argument the writer is presenting. It is difficult for the reader to dispute the facts and reasons. This establishes an authoritative tone that is now backed up with proof and examples. By demonstrating to the audience that the writer has done his research, ('evidence points', 'welcomed research') the reader then develops a trust in what is written and the information is viewed as credible.

The writer also helps create this factual tone with the use of punctuation. The writer uses colons in this article to introduce the lists of examples he is about to elaborate on ('examples are provided below:') Comma's have been used to create clarity about a certain piece of information. ('ASA welcomed research by our co-regulatory partner, Ofcom, into children's exposure to alcohol advertising on TV') By creating a factual tone, the writer manipulates the position of reader in favour of the writer's point of view.

Another persuasive device employed in the article is the use of the 'rule of three'. This is when the writer places one word after the other to create an effect. The effect could be to 'express concepts more completely, emphasize your points, and increase the memorability of your message' as stated by Andrew Dlugan in his article about the use of the rule of three. (<http://sixminutes.dlugan.com/rule-of-three-speeches-public-speaking/> 2017) this particular case, it could be to suggest that the writer has been thorough in his coverage of the subject as in the following example, 'ongoing advice, guidance and training.' This creates the impression that the article has covered the subject extensively, therefore steering you in favour of the writer's opinion.

It is important to note that the writer uses a few devices to bring the reader's attention to the link between alcohol advertising and people's attitudes to drinking. This is the basis of the entire article and so by constantly reminding the reader of this link, the writer can persuade the reader. The article reports that there is evidence that 'points to a link between alcohol advertising and people's awareness and attitudes to drinking'. This statement makes use of alliteration (the repeated use of the 'a' letter) to catch the reader's attention. Further on in the article we read that ASA has rules that state that alcohol adverts should not contain anything that could appeal to those under the age of 18 by 'linking alcohol with irresponsible behavior, social success or sexual attractiveness.' This statement uses the 'rule of three' to re-emphasize the link to alcohol use and advertising.

In order for the article to convince the reader of ASA's strict rules for advertising and their ability to uphold these rules, the writer needs to gain the audience's approval. The writer uses phrases and words that promote ASA and their reliability. Words like 'pro-active' to describe the company's dedication or phrases like 'ASA welcomed research' to prove their determination to successfully regulate alcohol advertising all help to create a positive attitude towards ASA.

The aim of the article was to persuade the reader towards the opinion that alcohol advertising plays a substantial part in influencing underage drinking and binge drinking and to prove ASA's

ability to uphold rules and regulations with regards to alcohol advertising. This was done particularly well with the use of a few literary devices to position the reader in favour of ASA. The use of specific diction that helped create the formal and factual tone of the article ensured that the needs of the target audience were met. The writer also made use of adjudications, specific punctuation and the 'rule of three' to add to the tone and style required to help demonstrate the argument of ASA. Cleverly, the writer made a deliberate effort to repeatedly bring the reader's attention to the link between alcohol advertising and alcohol use. Finally, the audience's approval is gained when the writer promotes the reliability of ASA with the use of positive phrases about ASA and their ability to uphold alcohol advertising rules. And so, in conclusion, the writer of the article wrote a well thought out piece of literature that, with the use of linguistic devices, manipulated the reader in favour of the writer's argument that alcohol advertising influences people's behavior and attitudes towards alcohol and that ASA is successfully regulating alcohol advertising.

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# List of sources

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# RESULTS

100 = 70

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Total = 70 / 100 (70%)

# COMMENTS

1	Thank you for your assignment. A fair approach overall with significant effort made. A brief introduction, correct in-text referencing format, and closer reference to (i.e. quoting from) the text to support certain assertions would have seen you achieve a distinction for your essay. Please view the comments below and refer to the feedback tutorial letter for Assignment 1 for points that could be improved upon. Marked by I MEYER
2	Introduction? Reword the set essay question in Tutorial Letter 101 to tell the reader what you will be discussing in your essay
3	This is not the correct in-text referencing format. Please look up in-text referencing for online sources via the Harvard Referencing Method
4	What do you mean by 'context' here?
5	This paragraphs reads somewhat as a mere relaying of the text/topical elaboration, you are not performing substantial analysis of the text here
6	Good
7	How is this tone created? Quote to substantiate
8	Ah, here is your support of your assertion of tone. Rather draw such similar discussion points - i.e. assertion and support - into one paragraph
9	And perhaps levy a threat?
10	Well done on doing further research to enhance your analysis of the persuasive strategies employed in the article, but you have not fully and properly show how this device has been employed in the text and its effect
11	How/where does the writer constantly do this? Quote to support
12	Good
13	For future reference, please note that Wikipedia is not an appropriate academic source