

### QUESTION 1 : PERSUASIVE PROSE

An argument is stated in the article "Rules on alcohol Advertising" that attraction of alcohol beverages and the advertisements through different mass media promotes underage drinking. The advertisement of alcohol should be done under stringent rules in order to avoid underage drinking. Alcohol advertising is clearly a sensitive topic and has raised concerns amongst society with regard to the factors which influence the quantity of alcohol consumed, especially under children. Therefore these stringent rules are mandatory. These rules not only apply to written or printed advertisements but also to television and radio – especially during programmes with a target audience below the age of 18.

**Commented [RG1]:** Your introduction is fair and functional, but you should include a thesis statement and brief outline of your argument.

The style, vocabulary and expressions chosen by the writer are strict, emotive and authoritarian this is evident in the words "*binge*", "*stringent rules*", "*mandatory*", "*banned*", "*robust*", which gives this article authoritative tone. The article seems to be accessible to the general audience as the sentence structures are not complex. Keeping this in mind, this text is not intended for a specialist audience. When taking a closer look at vocabulary in this article we notice an ideology suggesting that there is a direct link between alcohol advertisements and people's awareness as well as their attitudes towards drinking. This is the very reason why the UK advertising rules on alcohol advertising are amongst the strictest in the world.

**Commented [RG2]:** Good! Insightful.

**Commented [RG3]:** You can be more specific about the intended audience than this. For example, consider where the article is located, it is clearly not intended to be circulated to an audience, so who would be likely to go looking for it?

The alliteration in the heading "Rules on Alcohol Advertising" creates an emphasis on alcohol advertising. This is repeated throughout the article. The writer starts off with an adjective "sensitive topic" which immediately raises concern with the reader. A

sensitive topic is usually not often spoken about, yet the writer chooses these words to draw interest and attention. The use of “binge” is a strong word to use together with “underage drinking”. The dictionary definition of binge is “*to eat or drink too much, especially without being able to control yourself*” (Oxford Advanced Learner’s Dictionary). These words should not be used in one sentence and raises a sense of concern and wariness. This is collaborated by providing evidence “...**that it is rarely out of the headlines.**” The fact that this issue often makes the headlines is softened in the euphemism “rarely” in the phrase “**rarely out of the headlines**”.

**Commented [RG4]:** Very good, although I would argue that the use of “rarely” has the opposite effect, as it implies that the issue spends much of its’ time in the headlines.

The writer tries to persuade the reader by providing facts that the UK advertising rules **s** amongst the strictest in the world. Using an adverb “**accordingly**”, the writer provides reasons for the fact that rules were significantly tightened after **ink** alcohol advertising to people’s attitude toward drinking. In order to convince the reader of the argument, the writer states that rules were re-evaluated and were subject to public consultation. By consulting the public, manipulates the reader in believing that everyone will have a voice which will be heard.

**Commented [RG5]:** Grammar

**Commented [RG6]:** Grammar

**Commented [RG7]:** Very good! Insightful and very detailed.

Synonymy in the adjectives “**strictest**”, “**stringent**”, “**robust**”, “**strict**”, “**mandatory**”, adds to the importance and necessity of the rules on alcohol advertising. This brings a sort of formality or even some sort of authority to the argument, as terms are used for enforcement, in this case there is reference to the enforcement of rules on alcohol advertisements. **In** contrast to the more formal, informative tone, the writer makes use of a colloquial when using the word “**ads**” to bring a more informal tone, which is more suitable when referring to children or under 18’s. To point out the concern regarding alcohol advertisements and the elements

**Commented [RG8]:** Very good again!

which appeal to children, collocation is used in “underage”, “young people”, “under 18”, “youth”, “children” which all technically refer to children. The reason behind collocation is to connect all paragraphs of this article with the concern which alcohol advertising could have on our youth. The argument is that advertisements should choose the content of the adverts with care. Using “...linking alcohol with irresponsible behaviour, social success or sexual attractiveness” the writer appeals to different emotions, such as a reader’s sense of concern, justice or protective instinct. A connotation is made between alcohol advertisement, consumption of alcohol and “irresponsible behaviour, social success or sexual attractiveness”. This sort of behaviour is certainly not behaviour which children should be associated with.

Commented [RG9]: Also very good!

Commented [RG10]: Vocabulary

Commented [RG11]: Excellent! Insightful, very detailed and well-substantiated.

The choice of “placement” is an interesting choice. The writer deliberately did not use any vocabulary pertaining to time but rather placement as programmes for under 18 can be screened at all times. Children are a soft target for any form of advertisement and can easily be manipulate or convinced by characters, colour and any form of social success. Young children are attracted to characters and bright colours while teenagers will be attracted to social success.

The arguments of the writer is supported with noun “adjudications”, which refers to a group of advertisements, identified and are being investigated for their possible failure to comply. To support the argument, the writer uses the phrase “As shown by the example adjudications below,...” which provides evidence that rules have been applied and those who are in breach thereof will have to face consequences.

Commented [RG12]: Grammar

Making use of numerous examples of collocation the writer states his argument : “alcohol”, “drinking”, “binge”, “consume”, “cocktail”, “irresponsible behaviour”, “social success”, “sexual attractiveness” all pertaining to drinking of alcohol. The writer further also used collocation to state that advertisers are often in breach of the rules set when using words such as “scrutiny”, “get it wrong”, “broke”, “breached”.

The writer takes the opportunity by changing the style of the article to point out mistakes which have been made. The change in style supports the argument made in paragraph 3 of the article “... by linking alcohol with irresponsible behaviour, social success or sexual attractiveness.” All the examples of adverts provided, portray either sexual attractiveness, social success and appeal to children respectively. The woman being presented as if they have no value is softened with the euphemism “degrading”. The argument made that advertisements use the connotation children make with characters and colour is now corroborated in the advert of “Diageo Great Britain...” using a colourful animated parrot in a tropical setting. This will appeal to them as there is a cartoon movie with a colourful parrot in a tropical setting; therefore it is understandable that children will form a connotation between the character and the cocktail advertised. The argument that alcohol promotes social success is supported in the evidence the writer provides in the advertisement for “Beverage Brands (UK) Ltd” “...alcohol could enhance confidence, was integral to the success of a social event, or was capable of changing mood or behaviour.” When we enhance confidence, we are seen as more socially acceptable than others who are shy and reserved. This advert implies that alcohol will enhance these factors and without it a function will not be successful.

**Commented [RG13]:** A very detailed discussion of the sample adjudications provided in the article, though it was not necessary to go into this much detail for the purposes of this essay. Remember that it is not incumbent upon you to follow links provided in online articles.

Once more evidence is presented that action was taken against broadcasters who were in breach of the scheduling rules. Using inclusive language “we” the writer refers to ASA and Ofcom. The use of inclusive language makes the argument stronger as it sounds stronger as if there is reference to more than one person; people are more likely to believe the argument. Broadcast Committee of Advertising Practice (BCAP) is being compared to a sibling when being referred to as ASA’s “sister body” which implies that they have worked closely together, have done collective research and both support the new guidance note on the scheduling of TV advertisements. The guides not only apply to alcohol adverts but also to any other “age restricted products”. Any product not suitable for under 18.

**Commented [RG14]:** Excellent again!

I can say that with the use of different techniques, the writer has made it clear what is suggested to be included amongst the rules for alcohol advertising. He has been very persuasive in providing evidence and examples of what needed to be avoided. This is well supported with different uses of language as well as cohesion, linking all paragraphs to one subject Rules on Alcohol Advertising.

**Commented [RG15]:** Good! Your conclusion is appropriate to your essay and sums up the salient points of your argument!

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**Commented [RG16]:** Thank you for submitting this assignment. Your essay is very good. It is well structured, goes into a fair amount of technical detail and is well-substantiated with quotes from the text. Congratulations!

Total /100: 76  
Study hard and good luck for the examinations!  
Marked by: Russell Goldman



## REFERENCES

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