






The ultimate aim of the text, *Rules on Alcohol Advertising*, is to persuade, inform and educate readers that the United Kingdom's (UK) Advertising Standards Authority (ASA) as an Independent regulator, has been extremely strict with alcohol advertising for audiences below the ages of 18. Especially when one acknowledges that language has the power to influence, compel and change the thoughts of readers (Mullay & Stockwell 2010:113). In this essay the writer argues and demonstrates what the article is about, who the target audience is as well as the purpose and effect of how the power and structure of language is used to persuade a target audience. From this analysis it is evident that texts influence audiences by using syntax, to ¹, style and ideology, and a variety of language and design features to convey meaning 


If one makes a distinction between the sender and text producer, the sender in this text is the marketing or communications manager of ASA in the UK who issued media releases. The media releases, available on the ASA's website contain the "stringent rules", judgements and named broadcasters that contravened programming rules. The producer (or author) is the writer, Rebekah Burke (a creator of integrated marketing communications material) who wrote and published the article on Tumblr – a social media site 


The article is about rules around alcohol advertising – ru³s for all media, and specifically for television and radio adve⁴ising. The article **focus** on highlighting the rules, by calling these rules the strictes⁵. Furthermore, the rules are "based on evidence" that there is a link between alcohol advertisements influencing consumers to drink more. The article is communicated around alcohol advertising, but specifically the stringent, enforced, tightened, re-evaluated, mandatory and strict rules. The ASA discovered "audience data ... provided by Ofcom" that shows there is a connection between people's awareness of alcohol advertising, as well as attitudes to drinking. The article provides exa⁵mples of adjudications and specific broadcasters that "breached the scheduling rules" 


The target audience⁶ is the general public of media users in the UK. One can assume that the **author** target audience should be educated and a middle-class readership. One can assume that the target audience are educated laypersons and uninformed readers. In the case of this text that appeared on Tumblr (visual thoughts) one can assume ⁷ the text is aimed at social media users who have access to computers and the Internet . In South Africa newspapers aimed at readership with an average level of education of Grade 10. The writer is not sure if a second language South African speaker, with a Grade 10 qualification would be able to understand words such as "mandatory" or "robust" (for example).

The genre of this text as non-fiction prose is based on facts and focus on a social issue – how and in which way the placement of alcohol advertisements could influence consumers using alcohol. The main purpose of the article is to inform readers about the UK's "mandatory" advertising rules for alcohol, as well as the

content and where alcohol advertisements are placed – this is evident in the article referring to the “enforced” rules and “strict controls” by ASA in the UK. The text as message is aimed at any reader, including producers of advertisements. The relationship between the author (sender) and the target audience is more formal, as facts (around the various judgements) and longer sentences are used. As the author does not make references to herself, the text is impersonal. Although the text can be perceived as formal I would argue that the text is accessible – Burke is confident that she shares “social concerns” and “issues” around the amount of alcohol that the UK public consume 

Consequently Burke makes assumptions about “binge and underage drinking” which makes the text accessible to the reader. The formal register of the text include a variation of shorter and longer sentences that contributes to the production of the text by ASA via Burke (author of the text) to the target audience. Burke also uses the pronoun “we” (more impersonal than “I” for example), but “we” can also be seen as collective inclusion . At times fore-clipping such as “ads” (advertisements) are used which make the text less formal. The latter could also be a way of Burke where she involves her target audience – bringing the reader and the author closer together (Kruger & Wallmach 2013:56).

Another purpose of the text is to warn the media, including television and advertising producers, as they need to be informed of the “tightened” rules – including facts of “banned” advertisements that appeared around programmes for audiences below the age of 18. Note that Burke use syntax by repeating “... programmes ... principally target at audiences below the age of 18”; and in the same sentence “... program is likely to appeal particularly to audiences below the age of 18” (my own underlining 

Besides informing readers of the requisite controls and rules for alcohol advertising Burke uses arguments and persuasion to demonstrate how ASA is forceful in applying these rules. Appeal is used by focusing on drinking sprees and target audiences under 18. The author uses facts and logic – illustrated how rules were “tightened” in 2005, and reassessed for public participation in 2009; appealing to the readers’ logos – prohibiting placement of alcohol advertisements for audiences below 18 on television. The message (logos) in the article focus on alcohol and rules (these words are repeated many times throughout the article), by providing evidence such as enforced rules; alcohol advertisements target at youth culture, ASA that acted against broadcasters that broke scheduling rules, including examples of some court judgement 

The ethos refers to the credibility of Rebekah Burke – creator of marketing communication material, with active interest in advertising as posted on Tumblr.com. The pathos in the article plays on the audience – using words such as “...concerned that an alcohol ad was ... below the age of 18 years” and “... took action against broadcasters that breached the scheduling alcohol ads in the future ...”

The author uses lexical cohesion by including repetition... Throughout the text words such as “alcohol”, “drinking”, “amount of alcohol”; “rules for alcohol”; “strict rules” and “attitudes to drinking” are some examples of key words that are repeated. The latter is also an example that the language used by Burke is reader-oriented because it is used to induce ¹² the reader to respond in a certain way – obey the rules around alcohol advertising. Examples of grammatical cohesion is evident where the author substitutes alcohol for drinking, underage and below the age of 18, issues and factors, enforce and robust.

Synonymy are used between “alcohol” and “drinking”; “strictest” and “tightened”; “under 18”: “youth culture”, “children” “rules”, “controls” and “sexual activity” and “sexual attractiveness” – also all markers of formality. These synonyms also contribute to the formality of the text. Synonyms also share denotative meaning (“... binge and underage drinking ...”), and differ connotatively – so therefore they act as markers of formality (Kruger & Wallmach 2013:34). Collocation cohesive elements tend to occur together – alcohol, advertising, drinking, rules, enforced, stringent, irrespons¹³ behaviour, and strict controls, banned, cocktail, pro-active, monitoring and so forth.

The mode of discourse is informative as it communicates information about the “enforced” and “strictest” ASA rules of alcohol advertising. The text is also expressive and sender-oriented – see how Burke at times uses alliteration with “... alcohol advertising ... sensitive topic ... societal concerns ... social success ...sexual attractiveness ...” The ideology in the article illustrates that the UK’s ASA has power, and these power is in the rules that were evaluated by the public in 2009. The ideology clearly illustrate that advertisements that do not adhere to the placement of alcohol advertisements, specifically to audiences below the age of 18 will be banned.

In conclusion I have illustrated how this persuasive text uses modes of discourse, and language techniques (register, syntax, style and lexis) are used to persuade the target audience to adhere to the mandatory rules of the ASA in the UK – especially when it comes to gender (sexual objectification) and children under 18 of age. Producers of television and rad¹⁴ advertisements are specifically warned to adhere to advertising rules and regulations.

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15



75

RESULTS

Final Comments = 75

Total = 75 / 100 (75%)

COMMENTS

1	Good! Your introduction is sound and informative!
2	A fair observation, but where are you going with this?
3	Grammar
4	Good! A fair observation.
5	A fair summary of the article, but again where are you going with this?
6	Grammar
7	Good! Another fair observation.
8	Very good! Insightful and very detailed.
9	In this case, do you think this is how the collective pronoun is being used? It would seem out-of-place for the author of this article to attempt an inclusionary strategy, given that the public are not involved in or privvy to ASA disciplinary actions. Avoid speculation in your arguments and base your assessments on the available facts, some deduction and a healthy dose of common sense.
10	What is the significance of this? You need to look deeper to understand why these things are done, so that you can comment on them effectively.
11	Very good! Insightful and very detailed again.
12	Very good again!
13	Excellent! Insightful, well-expressed and well-substantiated.
14	Your conclusion is simply a repeat of your introduction which provides no new insights or a sense of closure for your essay. You need to use your conclusion to build on what you said in the introduction, rather than repeating it.
15	Thank you for submitting this assignment. Your essay is good. It is fairly well structured, goes into a fair amount of technical detail and is well-substantiated with quotes from the text. Congratulations! Study hard and good luck for the examinations! Marked by: Russell Goldman
16	Total /100: