

Z.S.

ENG2601

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*You might still be hazy on the latest anti-tobacco legislation, but it's been passed and is steadily being enforced. Get used to obeying the law - the penalties are no joke*

*You can't buy or sell tobacco products if you're under 18. • Sweets and toys that look like tobacco products are banned. Those sugar cigarettes in cute just like-the-grownups packaging that many of us played with as kids are a rapidly fading memory. Children learn by example. • No more than 25% of a public place (building or transport e.g. train) can be designated a **smoking** area. That area needs to be physically **isolated** from the rest of the interior i.e. it needs to be **enclosed** and the smoky air vented to the outside. (This law's been around for years now, but plenty of restaurants still flout it.) • Coming soon: graphic health warnings like these on tobacco packaging, rules to keep **smoking** away from entrances to buildings, and restrictions on **smoking** in sports stadiums, railway platforms, bus stops and outdoor dining areas*

Lexical cohesion is the way in which words and the choice of vocabulary are used to create a cohesion in a text and give it meaning. Cohesion is what creates unity in writing and links things together.

**Repetition** cohesion is shown in the above text in which the author repeats certain words such as tobacco and smoking in lines 1, 3, 6, 9 and line 10. This repetition helps the reader to focus on the central issue which is tobacco and smoking and to keep the reader on track. The repetition is used to link the different examples and reinforce the main idea of the paragraph. Using repetition in this text allows the readers to see that the emphasis settles on the words “tobacco” and “smoking” and these words will stand out.

**Synonym** cohesive elements are apparent in this text as it uses words which are in some way synonymous. An example from the text above would be: “That area needs to be physically **isolated** from the rest of the interior i.e. it needs to be **enclosed**...” The author is trying to convey a meaning of a secluded, cut off area by using more than one term. To emphasize the importance. The author chose to use synonym cohesive elements as it provides some variety in word choices, helping the reader to stay focused on the idea being discussed.

**Antonym** cohesion is used by the author in which the author uses words which are in some way antonymous. In line three the author chose to use “buy or sell”. The author does this to show a relationship by using words of the opposite meaning. By using antonyms, it is possible to avoid using too much repetition of the same word.

**Collocation** cohesion describes words that occur together in certain context. The author uses collocation cohesion in a number of places throughout the text. Legislation, passed, enforced, law, penalties, banned, warnings and restrictions are all words that convey specific features of an event. The author uses collocation cohesion in the text as a way of establishing unity in the text

*Use inverted commas for quotations. Discuss the meaning implications.*

Lexical cohesion is very important in this text as it makes connections between the ideas of tobacco and the laws within the text. Lexical cohesion promotes clarity and creates meaningful connections clear to the reader. Sentences in this text is all related to one another and this is where cohesion plays its role. It ensures ideas are properly connected and the reader can clearly observe these connections.

## Question 2: Language and Meaning

### 2.1 Homonyms and Ambiguity

The question “Does your wife cook well?” Could have two meanings. The first one could be asking whether your wife is talented at cooking and the other could be asking if your wife cooks when she is in good health. In this heading the word well is a homonym as it can have more than one meaning. The sentence can be interpreted in more than one way and this is the result of ambiguity.

*The word 'cook' should be a homonym.*

“Rash on baby mushrooms overnight”. The ambiguity and homonym is because there are two words *mushrooms* with two different meanings. Mushrooms can either mean: increase, spread, or develop rapidly or it could mean: a fungal growth that typically takes the form of a domed cap on a stalk, with gills on the underside of the cap. The ambiguity of this sentence is that either the infant (baby) has a rash that spread over night or it could mean that the baby mushrooms developed a rash overnight.

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### 2.2 Language and Systems

In text B the writer uses persuasive writing to get the reader to agree with the point that the effects of alcohol consumption are worse than those of cigarette-smoking by using strong adjectives. The reader is persuaded in the choice of specific words. Persuasive text contains emotive language which is chosen to evoke an emotional reaction on the readers so that the readers can take action.

In text B the writer uses facts which help him argue his point. The writer uses a number of adjectives to persuade the reader that alcohol is worse than cigarettes. The writer mentions how thousands die from alcohol-related disease every year. By using the adjective “related” he is making a point that people die due to diseases associated to alcohol by modifying the noun alcohol. The writer also uses the adjective “worse” when he writes about how the effects of alcohol are worse than cigarettes because it destroys self-esteem... the word alcohol is once again being modified with worse which demonstrates that alcohol is in fact more dangerous in comparison to cigarettes. The writer backs up his statement by giving reason to his comparison by using the negative adjective killing. “...because it destroys self-esteem and dignity before killing.” The adjective “killing” is a strong word that will grab the reader’s attention as it is an act of destruction. “There is no reason for taking a different approach with alcohol” the writer uses the adjective “*different*” as a means of persuading the readers to try another option by banning alcohol from been advertised as this could also drastically reduce alcohol related diseases.

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*Good work engaging with the text and discussing the meaning implications.*

### Question 3: Rhetorical Analysis

#### 3.1

Rhetorical devices is a technique of using language that will increase the persuasiveness of a piece of writing.

Text C is an advertisement where the author is using a rhetorical question to get the readers thinking. The writer is offering assistance to those that need help with drugs so this advertisement is to assist. This text is informational text as it gives nonfiction information and can be found in newspapers, magazines, billboards etc. The words alcohol and drug addiction stands out to catch the reader's attention. The audience is clearly stated as being "you or your loved ones struggling with alcohol or drug addictions".

*This needs to be a comparative analysis.*

Text D is lyrics to a song which is informal writing. The rhetorical devise that the writer uses is figurative language as she mentions in line 14 " I'm gonna fly like a bird through the night..." Anaphora is also used in lines 1, 2, 4 and 5 to put emphasis on her intended actions. It appears that the writer is someone that party's and drinks to keep happy. The text is narrative as it tells the story of a girl that party's in detail. The words in text D are informal speech such as gonna and throw 'em .

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#### 3.2

Text C uses words to create a specific feelings when reading the advertisement. The words such as loved one and help conveys a meaning of support and care when it comes to struggling with alcohol or drugs. The writer uses words like struggling, alcohol (in bold), drug addiction (in bold) and problem to portray a negative feeling towards substance abuse. The graphic words convey the writer's attitude about substance abuse as well as show his/her support towards the reader or the readers loved one.

*Remember that this is a comparative analysis.*

On the contrary text D uses fun words such as part girls, good time, feel the love etc to convey a feeling of high spirits when it comes to alcohol. The singer's lyrics portray alcohol to be a coping mechanisms for pain as she describes in line one "party girls don't get hurt, can't feel anything...." which indicates that she is using alcohol to block pain. She writes that She is going to live like tomorrow doesn't exist and fly like a bird through the night, those words suggest that she is going to enjoy her moments now by drinking alcohol and in turn it will give her a feeling a freedom and escape. I think that the writer sees alcohol as an advantage and satisfaction as it eases her pain and makes her feel good.

*Good work engaging with the texts in detail.*

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## Bibliography

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## DECLARATION REGARDING PLAGIARISM

**NAME:** Sakeenah Agherdien .....

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**ASSIGNMENT TOPIC:** Applied English Language studies .....

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I declare that this assignment is my own original work. Where secondary material has been used (either from a printed source or from the internet), this has been carefully acknowledged and referenced in accordance with departmental requirements. I understand what plagiarism is and am aware of the department's policy in this regard. I have not allowed anyone else to borrow or copy my work

**Signature:** *S.Agherdien* .....

**Date:** 26.08.2018 .....

