**Persuasive Prose - Exam (Notes 1) <Critically Analy>**

**1. Topic** - Look at the topic. (Does it indicate what the text is about?) Example: "I'm sorry teenagers, you are not the centre of the universe"

¤ Yes, it does - (what about the topic?) Example: The topic starts off with the CONTRACTION 'I'm' which indicates that the TONE is INFORML.

¤ (Is the topic on teenagers positive or negative?) Negative

Example: The words, 'you are NOT' indicates that the writer has created a NEGATIVE POLARITY statement. The title and text is therefore, based on someone's personal opinion and the text is a EMOTIVE, SUBJECTIVE and PERSONAL piece. (Any other exmpls to supprt statement?) Yes..

Example: If the text constantly contains the word 'I' throughout the text then the writer brings in SUBJECTIVITY which states that it is infact based on someones personal opinion and falls under COHESION TIES: REPETITION.

§ Remember the General Definition of Negative Polarity - A Negative statement, word/s or phrase.

The title clearly indicates tht it is a CONVERSATIONAL in 'STYLE' because it's informal. (R there any words tht also support ur previous statement, tht the subject is abwt Teenagers?) - Yes

¤ Example: "Cool, Diddo, Sweet, isn't" - Therefore, the writer uses LANGUAGE such as contractions and slang to ASSOCIATE them with teenagers because that's how the youngers talk and the contractions are used specifically throughout the text to indicate that they like to abbreviate.

# That is how you can start to analyse the text.. We have to start somewhere and the title is a good place to start.

**2. METAPHOR** - Find out if the writer is comparing the topic or subject to something else. Example: The topic is clearly about teenagers but the writer states, "you are not the centre of the universe". Therefore, the writer is comparing the teenagers to the universe. The word universe means completion and everything that exists. Therefore, CONNOTATION takes place.. The writer is associating the word "universe" with "teenagers". (Why?) ~ the words 'you are not the centre' makes the readers understand the metaphor better.. Therefore, emphasising that teenagers are not the heart of the universe.

**3. Another approach to start your essay..** Identify the subject. What is the subject about. What is being compared? What is the SIMILARITY between the two words?

Example: The nursery rhyme, "Twinkle little star"

- The Star is the subject

- It's about a Star in the sky

- The star is being compared to the diamond

- The similarity is that the star shines brightly like the diamond which also highlights the purpose of the text.

¥ As you can see, when dealing with metaphor, you have to look at similarities.

**4. SYNONYMS** - The text can create either a positive or negative polarity. However, lets say the text is negative @nd lets use the text on Teenagers, for example. The readers know that the writer feels negatively towards the subject based on the negative polarity examples so far.. (BUT can we find words that expresses the writers low opinion of them?) - Yes

¤ The words Bimbo, trash, tramp are all negative and if used in a text, the writer used these words as a PEJORATIVE TERM which therefore, again means to express a low opinion of someone and emphasising that there's no respect. The words are not only used as a pejorative term but they are different words with similar meanings and also currently known as synonyms. Therefore, again supporting the writers negative statement on the subject.

**5. INCOMPLETE SENTENCES**- (What does it mean if you get sentences that are incomplete such as, "It happened. I'm in pain. It hurts. It aches.")

¤ Therefore, it is used to create a dramatic effect or response. (Whats the purpose?)

¤ To show the audience the shocking impact of the illness, for example.

**6. HYPERBOLE** - Exaggeration. (Ask yourself, there must be a reason why the writer is using exaggeration?) Yes, of course. > Explain!

¤ Example: Because the writer has had enough of a person's dramatic responses or perhaps saids it as a response due to being irritated or just not taking a situation seriously and support your argument in the text by quoting.

**7. ANTONYM** - Opposite. The text could be based on two people's general opinion on a matter which falls under opposites, 'antonym'.

\* Elaborate

**8. EUPHEMISM** - to be polite when expressing a situation in an indirect way. Example: It was a beautiful evening when infact it was a terrible evening.

§ Note - why it was terrible and try link it back to the purpose or the title.

**9. MOOD** - The mood of a text can be many things but let's take the text on 'Teenagers', for example.

¤ The writers personal statement is clearly negative which makes the mood unpleasant and it also brings in MODALITY DEGREES OF UNCERTAINTY because even though the writer has made up his or her mind on Teenagers, it doesn't mean the readers have.. This is a good place to link in the PURPOSE of the text which is to inform the readers and to let them think and decide for themselves.

# NOTE - See how ee can connect the several linguistic devices in order to unravel and have a better understanding of the text itself.

**10. Pronouns** - The choice of person. (Are there any words that indicate who the target audience is? Yes ¤ The word, 'Teenagers' could be repeated several times throughout the text indicating that it's the topic or title and words such as, 'YOU' and 'YOURS' can support the title and also indicating that the writer is speaking to the reader and therefore, linking back to 'conversational in style'.

**11. General things to mention in the beginning of you persuasive prose essay:**

- Tense: (Is it happening now?) ~ Present, Past, Future.

- The genre? ~ It is a Newspaper Article.

# Remember when doing your Persuasive Prose Essay to discuss the linguistic and Language Device/Features.. Ellaborate on them with the text in order to understand the piece of writing better.

**Example of an advert: Look out for the following: Notes 2**

**1. SYMBOLS** such as:

> Exchange ideas

> Get computing support

¤ The symbols are there to inform the buyers/customers (the target reader) of what they can offer in the full package. Therefore, it's a PROMISE or a guarentee made from the suppliers/advertisers/MARKETERS

**2. If there is a form that needs to be filled in.. Ask yourself what is the purpose?** - To give the buyers a CHOICE. An invitation has been provided to the public to accept or not and that shows signs of POLITENESS.

**3. Look at the description of the advert** - what it offers. ¤ What should the reader or buyer be interested in? Ie Technology, Science, Computers.

- (Why?) Because it includes it in the package deal as a promise to the public. Therefore, the description indicates what the package is about.

**4. Look for questions '?'**

¤ Indirect or rhetorical questions?

- Why? ~ Example: "Own a Modem?"

¤ A rhetorical question, to give the public something to think about, to provide an idea.

& Remember adverts are visually informative

**Last Note on Advertisements:**

**1. General points:**

¥ An advert is anattention seeking strategy in order to alert the audience and gain their attention.

- To manipulate Language in order to evoke an a emotional response.

- To increase the number of buyers

- To create an illusion! (Not necessarily truthful, adverts can be misleading)

- If the advert is selling products with a celebrity in the picture then it's discouraging - associating the product with the buyer = Best quality

¤ Question: How many products say th@t they are the best and have the best quality? - Ie: MISLEADING.

- To make the audience want to react.

- To change their lifestyle Or

- To improve your identity (Figure)

~ To therefore, solve your problem.

**2. Analyse Text:**

**1. Introducing a location that sounds like heaven/paradise:**

¤ Example: "Imagine a land of endless opportunities"

- Already the emotive language that is used appeals to the audience.

- 'A land of endless opportunities' and 'Imagine' already lures the audience into reading the advert. It sounds like paradise a place that does not want to be missed and filled with endless possibilities.

- It's encouraging and inviting.

¤ Example of the second part of the quote: "where wildlife gracefully roams majestic, lush landscape".

- The tone is clearly set (relaxed, peaceful.) Therefore, the text brings a sense of tranquility.

**2. An advert that can bring a sense of URGENCY**.

¤ Example: "Dial 31500 NOW and win R10 000!"

- Firstly the exclamation mark as well as the uppercasing creates a sense of URGENCY.

(Why?) - To send a text in order to win a lot of money.

(Purpose?) - To act immediately, 'NOW' and to not loose out on the opportunity in the possibility of winning a large sum of money.

**3. Rhetorical question adverts.**

¤ Example: " What's nicer than home-made soup on a cold winter day?"

~ Rhetorical questions are used to catch the audiences attention.

~ To make them think.

~ To be curious in reading the rest of the text. Therefore, very encouraging.

& Now generally when reading the above example, soup is the one thing that us readers have on a cold day in order to get warm. = Home-made soup (Nourishing and healthy)

**4. AUDIENCE -** The pictures can give away your target audience. A picture of a baby bottle would indicate that the advert is for mothers or soon to be mothers.

**Newspaper Persuasive Prose ~ Notes 3:**

**1. Topic - Look at the Heading. (What is the topic?)**

¤ Indicate if it is a national TOPIC or a local topic.

(What is the purpose of the headline?)

¤ To attract attention

**2. If battle to identify the subject in the title - Read the text twice.**

¤ Find words that highlight the topic or subject - 'car accident' 'TRAUMA'

- Now go back to the headline, Example: "Bad drivers to do a stint in the morgue". Therefore, It's clearly about drivers causing car accidents in the morgue which is not a positive news report which highlights Negative Polarity. The word, 'morgue HIGHLIGHTS the PROBLEM.

¤ Another sign of NEGATIVE POLARITY is the text, 'to do a stint in the morgue' followed by 'bad drivers' indicates it's dangerous.

**3. The writer used the word 'bad' in a PEJORATIVE TERM** - Therefore, having a low opinion of the driver, describing the character.

**4. If an article is negative, Look for a POSITIVE OUTCOME?** Are there any? > YES

~ The government for example, is planning to draw up a programme that will help reduce car accidents. Therefore, benefiting the public, community or general nation.

**5. TONE:** Can be:

- relaxed

- informal

- personal

- impersonal

- bitter

- ironic

- sarcastic

- intense

- serious

¤ The car accident title for example can indicate serious and intense.

**6. Lets analyse another heading,**

"Don't worry, South Africans still eat meat"

Followed by the lead heading underneath the main heading, "It seems South Africans are still licking their chops - despite concerns that their favourite food may contain donkey, goat and water buffalo."

¥ The first heading shows sarcasm which means a sharp remark. - What about the remark? ~ It is relaxed. Therefore, the tone is relaxed.

- Point of heading? ~ If not sure look at the second heading for clues..

¤ The '-' dash clearly is there to create a dramatic effect (Why?) ~ To get the audience to think about the article and to inform the public @bout what the food contains, 'donkey, goat'. However, even so the second headline has made such little impact on the audience because they still do it anyways, 'still licking their chops'.

¤ Go back to the purpose of the heading? To express CONCERN on the fact that South Africans eat meat despite what's thrown in the mix.

**7. STYLE & VOCAB -** Style and vocab can indicate an extract is laid-back or not..

¤ Example: Take the South Africans eat meat article. The words (Vocab), 'Don't worry' in the main heading already gives away the Style which is "laid-back"

¥ Remember when it comes to Style, take note of:

- Simple and complex extracts

- Long and short sentences

- Words that are literal or figurative

¥ The first Note that I sent is included in all persuasive texts.. Still incorporate the rules in Notes 1 when dealing with news, adverts and speeches

**Remember for Newspaper articles: Based on Election.**

¤ Purpose is generally for voters to make judgements, to make informed decisions about which party to vote for.

¥ Remember: Newspaper articles are supposed to be trustworthy.

- The truth could be hidden because the press normally seek for corruption and scandalous.

**Persuasive Prose - Speech Notes:**

**1. Target Audience: Depends on whom the speech is for.**

¤ Example: Teenagers talking to people their own age would be, 'Teenagers' or if someone is presenting a speech in a formal setting for elections then 'The nation'.

**2. Aim/Purpose of the text?**

- To persuade

- To inform

- To act, To excite

**3. Identify if it's formal or informal.**

- A speech in an election is formal.

**4. Language - Is the language formal?**

¤ Perhaps if it's a speech spoken amongst two doctors, the language would be formal and specialised

¤ Teenagers telling their friends about the importance of homework. The language would be specific, appropriate and relevant because that very topic is important to that person.

**5. Style** - The style is perhaps very structured or laid back or has a serious tone.

**6. Body Language** - Can indicate the mood (atmosphere) and the emotions of the speaker.

**7. Tense** - Indicates time.

¤ I = "I stand here TODAY" ~ Present.

**8. Setting** - The text can help indicate on where the speech took place?

¤ A formal speech about thanking the nation indicates that it took place at an formal event.

**9. Structure** - The content as well as the language is organised. (Formal speech)

**10. What about the text? (NB):**

¤ The speech is inclusive in nature. In otherwords, it's a speech that includes everyone.

¤ The text presented falls under the genre of non-fiction prose.

**11. Pronouns** - If the speech starts off with 'I' followed by 'stand here today' it will indicate that one person is speaking to make a statement.

¤ Example in an formal speech: The pronoun 'our' indicates and reassures the nation that he means himself and the nation, everyone.

**12. History/Past tense** (Why bring in the past tense word?) - To alert the nation, To reference and reassure the nation that he acknowledges their ancestors struggle towards freedom.

(Why?) As a sign of respect.

**13. Politeness** - Are there words that show appreciation or kindness? - YES

¤ 'grateful' and 'trust YOU bestowed' shows that the speaker is grateful. Therefore, to show appreciation and it also shows signs of Positive Polarity towards the audience.

£ Remember to quote and elaborate.

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**1. Sarcasm** - Sharp, cutting or bitter remark.

**2. Irony** - It conveys a meaning that is opposite to its literal meaning.