

Context +

Modes of persuasion +

Media

Medium

= magazines, radio, TV, Internet, etc.

- Distinction between media can be SITUATIONAL (radio waves, print, computer networks, etc.) or FUNCTIONAL (books, newspapers, magazines)
- ADS are affected by a/o they take advantage of particular media or situations

The flight before Christmas.

It's dash away all. And this  All on our app and Twitter

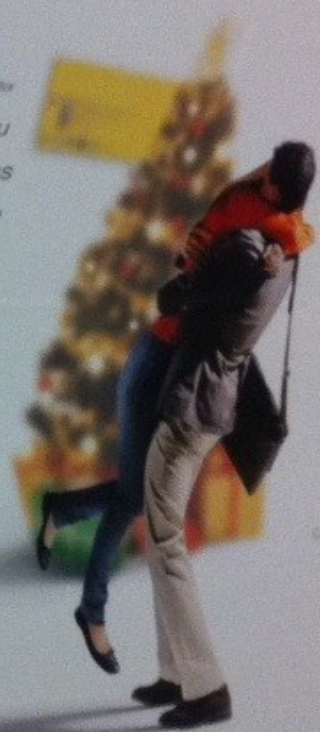


Dedicated family lanes

year we're doing more to help get you together as smoothly and swiftly as possible. We've more flight info: online before you leave home, and en route via the Heathrow app or Twitter. When you get here, you'll find more check-in staff. More staff on Security. And special Family Lanes to speed you through. Then in Departures, we've got sackloads to get you in the spirit – including play



Visit Santa in the terminal



Use the last-minute envelope

arrives for your kids, free last-minute Christmas cards (with postage paid of course), free colouring books, free stickers and (at selected restaurants)

kids-eat-free offers for them to get stuck into. Plus some seasonal surprises – including Santa. Whoever you're going to visit this Christmas, at Heathrow we're working harder



to make it all



to make it all

than ever to make getting there better. Because a happy Christmas for all starts with for all, a good flight.

Heathrow

Making every journey better

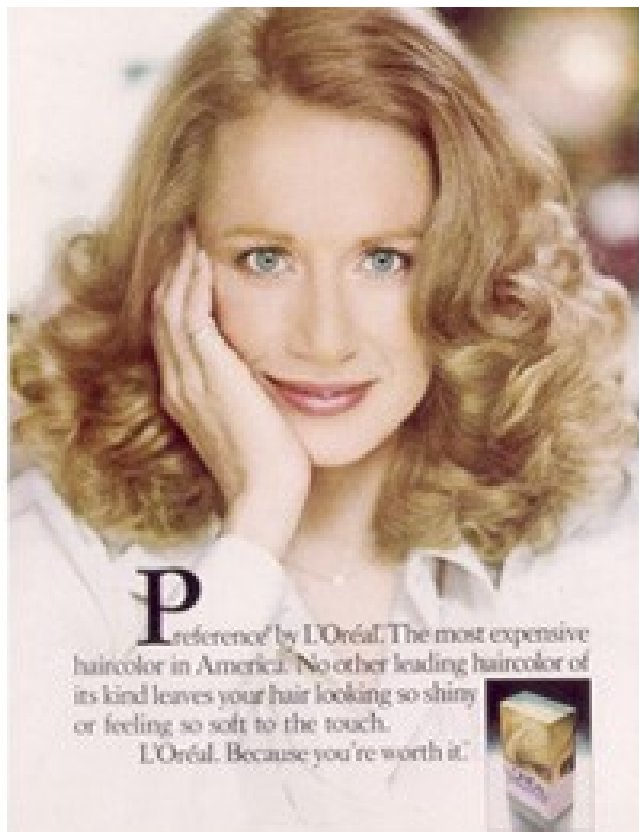
Go to heathrow.com/holiday. Tweet if you see Santa at Heathrow #heathrowchristmas







Campaigns often appear on different media, changing part of the words and images to adapt to the new context: “because you’re worth it”



<http://www.youtube.com/watch?v=ZzfUsbgwUI8>



ACCOMPANYING DISCOURSE might be
relevant

- by chance
- by manipulation



Everyone thinks that their joints are safe & strong.

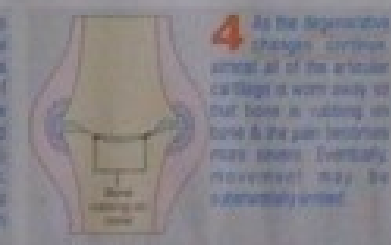
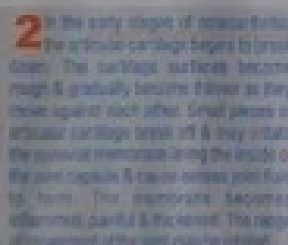
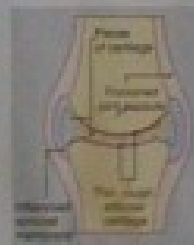
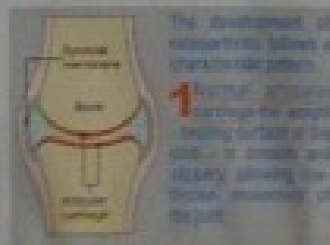
Until one day...

OSTEOARTHRITIS

collapses them.

OSTEOARTHRITIS (OA) - ACT BEFORE IT STRIKES YOU

WHAT HAPPENS TO A JOINT AFFECTED BY OSTEOARTHRITIS ?



CartiSafe-Forte - Safeguards the Cartilage & Strengthens the BONE

Issued in the public interest by
EDIENBURK
For more information, visit our website
www.edienburk.co.uk



- sponsored television programmes
- the **ADVERTORIAL**: lengthy entry in magazines which combine article and ad

6 main media

- the Press: daily newspapers, periodicals
- TV
- Radio
- Cinema
- Outdoor advertising
- Internet

Context +

Modes of persuasion +

Media+

Technique

Technique

- hard-sell / soft-sell



Technique

- reason / tickle



Should a gentleman offer a Tiparillo to a violinist?

After a tough evening with the Beethoven crowd, she loves to relax and listen to her folk-rock records. Preferably, on your stereo. She's open-minded. So maybe

tonight you offer her a Tiparillo®. She might like it—the slim cigar with a white tip. Elegant. And, you dog, you've got both kinds on hand. Tiparillo Regular and

new Tiparillo M with menthol—her choice of mild smoke or cold smoke. Well? Should you offer? After all, if she likes the offer, she might start to play. No strings attached.



YOU'RE NOT BUYING A CAR.
YOU'RE BUYING A BELIEF.

THE NOTION OF BUILDING A MERCEDES-BENZ HAS ALWAYS BEEN AN EXCEPTIONALLY MEANINGFUL ENDEAVOR. MORE THAN MAKING A MACHINE, WE ARE UPHOLDING AN IDEAL. MORE THAN SIMPLY TURNING OUT NEW MODELS, WE ARE ADVANCING AN ENTIRE INDUSTRY WITH EVERY NEW INNOVATION.

From the very beginning, from the moment we built the first automobile back in 1886, the world was watching. Learning. Adoring. We won races, design awards and recognition for safety developments. In turn, we earned the respect of every true automobile aficionado the world over.

2006 will be no different. The introduction of the

new S-Class will once again raise the industry to new heights. In technology, design, performance and luxury, the car unveils an altogether unprecedented level of achievement. And demonstrates a belief that as long as we strive for the highest possible level of integrity in everything we do, there will be people on this earth who appreciate it.

Unlike any other.



Mercedes-Benz

Technique

- slow-drip / sudden burst
- long copy / short copy

HIGH INVOLVEMENT

property

jewellery

sports car

motor bikes

medicines

champagne

medicated shampoo

wine

RATIONALISM

EMOTIVENESS

detergent for
woollens

soft drinks

after shave

normal detergent

shampoo

sweets

LOW INVOLVEMENT

Describe in detail how the following ads achieve their effect (use at least 3 sentences & 3 adj.)

What techniques do they use? What mode of persuasion do they privilege?

How does the image relate to the product or service that is advertised?

To what extent does the image work in conjunction with the verbal text?



Charity water (clean water)



fig. A.) THINGS THAT KILL.

Diseases from unsanitary drinking water kills more people than war and violence each year. People in developing nations like Rwanda, Bangladesh, and Ethiopia do not have access to clean drinking water resources. Charity Water is a non-profit organization dedicated to helping these people by building wells to access clean water near their homes. Visit www.charitywater.org to learn how you can help out.

charity: water
GET INVOLVED.



WMF (tableware)





D & G (fashion house)



The body shop
(cosmetics)

The ultimate attraction.



Writing has its own internal paralanguage

Writing has its own internal
paralanguage

*Writing has its own internal
paralanguage*

**WRITING HAS ITS OWN INTERNAL
PARALANGUAGE!**

> How would you translate this?

<http://www.youtube.com/watch?v=y3EEIcPkcO4>

“Weak

Limp

Lifeless

I found an answer to our hair prayers.

New L'Oreal Elvive Full Restore 5 with pro-keritin for five top UK hair problems.

It targets weak, limp, lifeless, dull and straw-like hair.

My hair feels stronger, full of life, replenished with a healthy shine. It's got its mojo back.

New Elvive Full Restore 5 from L'Oreal Paris.

Five problems, one solution. Come on, girls, let's see. Because we're worth it.”

> Write an analysis of the commercial