

English Language A Level Preparation Work

Your task:

You will need to research a range of brands, as well as celebrities/iconic people, collecting **at least 5** texts such as adverts, posters, speeches, interviews etc **for each of your chosen brands/people** and then you will write a **1000 word analysis** of **one** area of your research.

You need to research **3 in total**:

- 1 **brand**, such as Coca Cola, Cadburys, L'oreal, Tesco Finest food packaging etc
- 1 **celebrity/iconic person**, such as Martin Luther King, David Beckham, Anthony Joshua, Barrack Obama, Donald Trump etc
- 1 of **your choice** (this could be someone you know, a blog you read, a music artist and their lyrics, or another brand or celebrity etc)

You will then **annotate** these texts (you can do this electronically or handwritten) considering:

- ✓ What is the purpose of the writing? Why has it been produced? To sell a product? To raise awareness of an issue? For entertainment?
- ✓ Who is the audience? Who is the product/text aimed at? How do you know? Is the language formal or informal? Why?
- ✓ What kind of text is it? Is it in a magazine, on packaging, a poster, a website? How do these things affect the language used?
- ✓ What is the tone? Persuasive? Sarcastic? Sincere? Humorous? Serious?
- ✓ Look for specific words and expressions – what do they reveal? Are they related to a specific field (e.g. science, sport, business, tourism?) Why?
- ✓ Do they use any language techniques? (pronouns, rhetorical questions, lists, figurative language etc)? Why?

Tips:

- Choose topics that interest you.
- Take a specific stance on the brand/person – for example, you could compare Tesco Finest food packaging to Tesco's own brand and look at the differences, or you could look at how a brand such as Coca Cola has developed their advertising over time, or you could compare speeches from Obama and Donald Trump.
- Collect a variety of text such as articles, adverts or take photos and annotate them (make notes identifying interesting words or language techniques)

You now need to choose **one** of your three topics to **write a 1000 word analysis** of.

- When you write your analysis, be sure to include quotations of key words or language features such as pronouns or rhetorical questions. Make sure you analyse **why** these are used. Link to the purpose and audience of the text.

Example structure you could use for your analysis

- ✓ **Section 1:** Brief summary of what/who the brand/celebrity is; explanation of audience, purpose of texts, tone, register and style. Outline any specific focus you considered when researching – how the brand has developed advertising over time for example.
- ✓ **Section 2:** Analyse the different words used and the different types of sentences, as well as how the texts are structured. Consider how effective these are for the purpose and /or audience.
- ✓ **Section 3:** Analyse the different language techniques (repetition, listing etc.) and consider how effective these are for the purpose and/or audience.
- ✓ **Section 4:** Conclusion - how effective are the text and their overall impact on the reader. Link back to your focus here – how much has the brand changed over time, and is it for the better or worse, for example.

Some useful sentence starters:

- The text is aimed at... who are clearly targeted through the use of...
- The (technique) is evident in the quote ' _____ ' which emphasises...
- The function of the text is to... demonstrated by... which highlights...
- A (sarcastic/serious/lighthearted) tone is created by the (technique) as it...
- The text is particularly effective in appealing to... by...
- This text, being a (speech/poster/blog) and being found (online/in a magazine) needs to be (persuasive/eye catching/informative) as a result and so it uses...
- This particular technique is effective because... which appeals to the audience due to...
- The inclusion of (technique) in this text conveys the text's purpose as it...
- Interestingly, the writer creates...

Example of annotations expected:

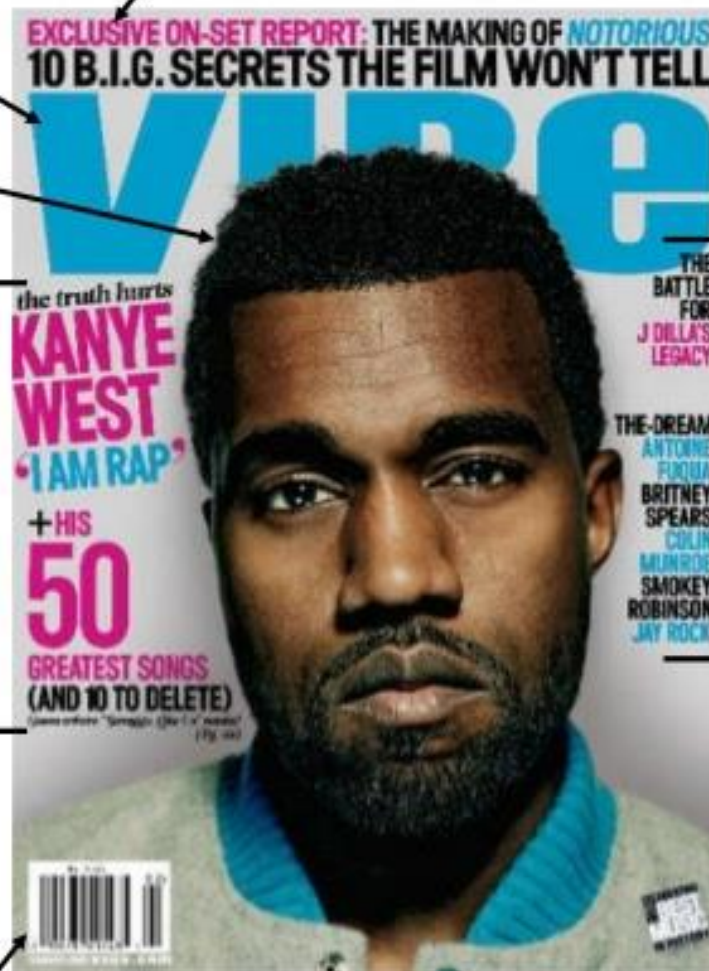
The masthead "VIBE" clearly stands out at the top of the page, and takes up around three-quarters of the cover page. This is the name/logo of the magazine, and needs to stand out over the other text on the page.

The header summarises one of the main articles in the magazine – a report about the making of a movie called 'Notorious', on the actual set of the film, revealing secrets about the film

The main image is a close up of Kanye West (this is clearly shown by the large caption placed on the left of the image) He is looking straight at the camera with his head slightly tilted and he is looking at the camera with a very serious facial expression.

Cover lines: There is a strict colour scheme of blue, white and pink used for all of the text on the page. The main cover lines 'Kanye West' (with a pull quote saying 'I AM RAP' – in blue) and 'His 50 Greatest Songs' are in pink, and the smaller text underneath is in black. The 50 is much bigger, so it stands out over all of the other text on the page, as it is the main/more important article out of the magazine.

The use of the colours blue and pink, show that there is no particular gender that the magazine is specifically aimed at, but the 'less-revealing' close-up image of Kanye West, shows that the image isn't likely to be aimed at a female audience, because with female audiences it is typical to have a topless male. As it is just a clothed image of his shoulders upwards, it adds a more serious tone which could also be associated with a more masculine audience.



Smaller text for the 'less important' articles, but still continues to follow the colour scheme of the whole magazine cover (blue, black and pink)

Bar Code (essential element of all magazines, when selling copies of them). A small box that always tends to be at the bottom of the page (left or right) – in this case, its on the right. This is so they are out of the way of the other main, more important aspects of the cover like copy etc.