Language & Identity

Summer homework

Write an analysis of 800 words about how language is used by a person or brand to create an identity

- Include articles which you have annotated
- Include images which you have annotated to identify key features

Look at

✓ What is the purpose of the writing? Why has it been produced? To sell a product? To raise awareness of an issue?

✓ Who is the audience? Who is the product 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?

The language used

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? (e.g. pronouns, rhetorical questions, lists)? Why?

What could you analyse?

1) You could analyse a brand (e.g. food, cosmetics, clothing) and how they appeal to an audience. You could collect or take photographs of a range of different types of food packaging and analyse how they appeal to a target audience

Or

2) You could look at the history or a brand and analyse how the language used in adverts has changed over time (e.g. Coca-Cola

Tips:

- Collect articles, adverts or take photos and annotate them (make notes identifying interesting words or language techniques)
- 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.

Example structure you could use for your analysis

- ✓ Section 1: Brief summary of what the text(s) is/are about; explanation of audience, purpose of text, tone, register and style
- ✓ Section 2: Analyse the different words used and the different types of sentences. How is/are the text(s) structured?
- ✓ Section 3: Analyse the different language techniques (repetition, listing etc.)
- ✓ Section 4: Conclusion. How effective is/are the text(s) and overall impact on the reader

Examples of tasks:

Analysing the different language used on different brands in supermarkets – e.g. supermarket own brand products compared to the more luxury ranges

Compare four different adverts for cars and analyse which target audience they are appealing to

Collect 5 different adverts for Nike over the past 20 years from an internet search engine and analyse how the brand has developed and changed