**Individual Analysis Task - Analysis of a Sub-Genre of Adverts (30%)**

You are given a small collection of print advertisements that all belong to the same sub-genre, i.e. all are advertising the same type of product or service: cameras, cars, restaurants or charitable services.

OBJECTIVE: To sum up **the norms of a subgenre** (as shown above and can be found in the sub-folder of the assignment in the Assessment Folder) based on the contextual and textual features manifested by a small sample of 3 texts.

In 1,300 – 1,500 words write an analysis of your chosen category of adverts based on the following:

* + 1. Use Hyme’s SPEAKING model to **identify specifically the contextual and textual features of each ad**, e.g. setting, participants, ends, acts, key and instrumentality. Note that you should illustrate the textual features in each with **specific examples**.

ii. **Generalise the norms of the sub-genre of print adverts**, according to your sample category.

* + Identify thegeneral contextual features
  + Identify the obligatory and optional moves in this sub-genre of print adverts, according to your sample category.
  + Identify the linguistic and non-linguistic features that characterise this sub-genre of advertising
  + Identify the general AIDA strategies.

You are expected to apply in your analysis as much as what you have learnt from the module,

e.g.: metadiscourse and Cialdini’s principles.

You may use the following template at your discretion:

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| Introduction  What is the subgenre? What does the sample cover? What is the purpose of the analysis?  Analysis of individual texts  Text 1  Contextual analysis :Setting, Participants, Ends and Instrumentality  Textual analysis :   * Acts / moves * Key ( Show the linguistic features and non-linguistic features that contribute to the style and tone with sufficient examples from the text)   Text 2  (Same as above )  Text 3  (Same as above)  [Some of the similar features of the three texts can be grouped together instead of discussed separately.]  Norms of this subgenre   * Contextual features * Textual features   + - * + Obligatory and optional moves/ acts         + Common linguistic features         + Common non-linguistic features         + Common AIDA strategies   Conclusion  Some comments about the features and the effectiveness of the ads  You may indicate which text (out of the three) you like most, and why. |