

Types of Visual Text question

Monday, 8 January 2018 8:38 AM

Question Type	What to include?
Target Audience	Be specific: Age? Nationality? Any specific description?
Purpose	What is the text trying to do ? <ul style="list-style-type: none">• Verb (convince, encourage, persuade, warn, scare, intimidate)• Target Audience• Outcome
Message	What is the text trying to say?
Intended message (general)	<ul style="list-style-type: none">• Purpose (target audience + outcome)• Message Eg: It is to encourage(V) parents (A) to buy the coffee (O) by saying that coffee is effective in keeping them awake
Effect	What is the text trying to make you feel? (Use emotion words such as angry, happy, etc) It evokes a sense of _____
Intended effect	Purpose + Message + Effect(evoke a sense of...)
With reference to photograph, how does it support the message?	Description of photo/image + explanation of support (definition) Description of photo/image suggest that [explanation] (connotation) [Denotation] shows [Connotation; message/intended message]
Persuasive techniques	<ul style="list-style-type: none">• Alliteration• Pattern of three• Emotive language• Exaggeration• Short & powerful sentences• Imperative commands