TUTORIAL
SECOND YEARS: LINGUISTICS.
Week starting: 24th October.

Read the following advertisement carefully.

In not more than 400 words, write a detailed analysis of how the advertisement fulfils its purpose. You are expected to focus on linguistic and stylistic devices such as visual elements, form and structure, attitudes to reader/audience, vocabulary and grammar, and content.

[You should refer to pages 80-81 of your Linguistics textbook for details about the language of advertising, and to page 91 of the same textbook for a model of how your analysis should be written.]