

Language and Power (AQA B)

Features:

Repetition - "To insult my people, is to insult me."

Three Part Lists - "As a people, as a nation, as one."

First Personal Plural Pronouns - "They dare insult us..."

Figurative Language - "With me, I will turn our darkest days into our finest hour."

Rhetoric Questions - "Can you really stand it anymore?"

Hyperbole Language - "A hurricane would be better than this treachery."

Features of the speaker in power:

Initialises Conversation - A means of *taking the lead* in a conversation

Holding The Floor - Giving the *other speaker/speakers little/no time to speak*

Interrupts Other Speaker - *Little interest in other speaker*

Unresponsive - Making it seem as though the *other speaker is less important*

Questioning Other Speaker - *Directs topic*, clear when other speaker should talk

Topic Change - Reasserts *control*

Closing Conversation - Other speaker *cannot carry on speaking*; saying *goodbye*

Media:

Bias - Taking sides, viewing events *subjectively, loaded/emotive language*

Prejudice - *Preconceived* viewpoint of *person/group*, the media can *reinforce* this

Stereotypes - *Simplified* descriptions of people, mostly *gender*

Point Of View - *Sensationalising* stories to *control* viewpoints

Adverts:

Lexis - *Jargon* or other *technical terms* to make a product seem *SOTA*

Grammar - *Commn hooks* (imperatives without a subject) *Disjunctive sentences*

Phonology - Alliteration, onomatopoeia, rhyming patterns to *sell product more*

Graphology - Images, font, preface make product *stand out*

Discourse Structure - Hook is usually *followed by more information*

Intertextuality - *Referencing other texts:*

Hook - recognisable by more *general* people

Stroke - More for a *specific group* of people I.E higher class

Broadsheet - Objective

Tabloid - Subjective