

Language and Power Vocab

Constraints

Unequal Encounters

Less-powerful Participants

Powerful Participants

Power Assymetry

Declarative Sentence

Imperatives

Passive Voice

Modal Verbs

Active Voice

Directive Sentence

Personal Power

Ideologies

Social Group Power

Influential Power

Political Power

Instrumental Power

Contrast

Hyperbole

Imagery

Personal Pronouns

Emotive Language

Power of 3

Alliteration

Rhetorical Questions

Repetition

Imperatives

Parallel Structure

Norman Fairclough

Synthetic Personalisation - Advertiser is seen as human with the same emotions as the consumer instead of a faceless organisation so they would want the best for the consumer as they are on their level and know how annoying it is when people try to con you.

Building the Consumer - Consumer is seen as ideal and have the same ideologies as the advertiser. The advert is placed where the consumer will see it making them feel as if the product was designed specifically for them.

Creating an image of a text - The advert uses visual and verbal clues to evoke knowledge the reader already has. EG: connotations of linguistic choices - flip = active. This makes the reader feel as if they are on the same level as the product designer meaning they are more likely to go out and buy it as the product has been "made specifically for them".