

# Communication studies essay sample

[Nutrition](#)



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a.) The writer's purpose is to explain the value of taking supplements, vitamins and minerals; even with a planned, balanced nutritional diet, they enhance diet, nutrient levels and health in today's world.

The writer's purpose is to explain the value of taking supplements, vitamins and minerals; even with a planned, balanced nutritional diet, they enhance diet and nutrient levels in today's world. In this extract, the writer employs a variety of organisational strategies and language techniques to effectively convey this purpose. Initially, a profusion of organisational strategies were used by the writer. One such is the provision of statistical data and facts. For example, ' Surveys show that only nine percent of all people in industrialised countries eat five servings of fresh fruit and vegetables.' The use of the statistical data and facts proves that the author is well educated about the topic. This appeals to the ethos of the reader. It also clearly supports the points the writer is trying to bring across to effectively help achieve the purpose. Additionally, the use of examples and illustrations was presented.

There were various examples given to support the point the writer was trying to convey. For instance, ' For example, vegetarians, who as a group and are healthier than meat eaters, still may be deficient in some nutrients.' These examples would help to highlight to the reader the manifestation of certain issues that arise in the extract. This entices the reader to think whether we can really have a healthy diet with high nutrient levels, thus effectively allowing the writer to achieve its purpose. Furthermore, in the extract ' Value in Vitamins, Better Health' the strategy of comparing and contrasting was utilised. Throughout the extract, the writer compares whether it is necessary to take vitamins and supplements or not. In some of the examples the writer

presents, comparing and contrasting is used. For example, ' They are more likely to select French fries than broccoli as a vegetable serving.' This assists the writer to clearly bring about a point and this supports the point thus effectively helping achieve his purpose. As well as organisational strategies, a multiplicity of language techniques were utilised to effectively achieve the purpose. One being, the type of register used. Upper register was used with a formal syntax with Standard English.

Upper register was appropriately used because the extract is a published piece that addresses an audience about health. The register used was appropriate because it is a formal piece that is intended for an audience interested in health and providing educated information on whether it is necessary to take vitamins and supplements or not. This would effectively help the writer in achieving his purpose. In addition, another language technique is the use of rhetorical devices. An example of rhetorical question used is ' Do we really need to take supplements?' Rhetorical questions do not require an answer. It catches the reader's attention, keeping them interested in the extract. This would effectively help the writer achieve its purpose by adding interest to the piece.

Moreover, a third language technique employed is the tone/ tone used. The tones exerted in this extract are clear, confident and informative. The writer expresses confidence by giving credible and reliable sources such as University of California, Berkeley. The writer is knowledgeable about the topic and hence can display a confident tone which aids in effectively achieving his purpose. In conclusion, for the writer to convey his purpose effectively, a variety of organisational strategies including statistical data

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and facts, examples and illustrations and comparing and contrasting.

Additionally, language strategies including registers, rhetorical questions and mood/ tone was used to achieve the purpose.