

Holiday brochure

[Art & Culture](#), [Holidays](#)



These extracts both share a common theme of persuading the reader to visit. Both informal extracts describe the appeal of who they are representing, Wales and Jersey, and use various techniques to get the reader interested in visiting. However, they both portray themselves very differently as they both have unique selling points that contrast from one another. In addition, they are both advertising breaks in different seasons, autumn and spring, which leads them to emphasize their best attractions according to the weather.

The formality of both articles is established early on. Text A shows this informality quite obviously with humour which is often embedded in parentheses . "(It's the 7th most common pub name)" is an example of this and the humour helps relax the reader and makes the brochure more appealing. Also, the use of contractions, " That's" and " There'll" helps with the formality as this is seen more commonly in spoken language rather than formal texts. The tone also reflects Wales so the brochure uses the informal tone to portray Wales as being a fun and lively place to be.

So therefore this reflects the targeted audience which are fun and lively people, more willing to appreciate the informal tone. Text B is very similar in its tone and uses similar techniques. It too commonly deploys contractions, " You'll" and " that's" which show the informal tone, just like Text A which uses the same. It starts with a rhetorical question which gets the reader involved and thinking. The use of a rhetorical question at the start is also common in these types of brochures.

Text A creates excitement and interest in lots of ways, trying to persuade the reader that Wales is for them. It uses asyndetic sentences and lexical cohesion, " Convenient. Organic. Fresh. Local. Free" to create excitement through pace and rhythm. This emphasises the good points using non-standard construction as it is more striking for the reader. It also emphasises its " Fresh" food through their " 46 farmers' markets" and lack of " supermarkets". This shows that its food is different and appeals to people looking for good food, not supermarket rubbish.

The target audience is also further shown through the proper noun " Glastonbury" which is a popular music festival which appeals to young adults, the brochures target audience. This pragmatically assumes that the reader knows what this is as it compares the Abergavenny food festival, which isn't too well known, to a music festival that is more widely known. This allows the reader to realise how good the food festival is as Glastonbury is very popular, so people will realise that the food festival will be of the same standard.

Text B uses senses to create a feel for Jersey and get the reader involved. " Let them get their feet wet and fill their lungs with fresh air" creates an atmosphere for the reader and persuades them to visit Jersey and do this. It also deploys graphology with proper nouns " Durrell Wildlife" and " Liberation Festival" to emphasise the places of interest in Jersey so the reader will be more likely to recognise them. It gives the article credibility as proper nouns show that there are attractions that tourists will want to visit.

Text A also uses proper nouns, " Millennium Center" to show their attractions too. Superlatives, " quickly" and " easily" show that jersey is the best place to go and that it will not be beaten in those particular things, showing the reader that Jersey is the ideal place to visit. The repetition of " Discover" is used as a persuasive technique to attract the reader to visit and see what jersey is all about. Its graphology is typed in bold and is much bigger than the rest of the text to emphasise its meaning and make sure the reader gets to read it.

Text A anaphorically references to the start of the article with " Find out why autumn is our peak season" as the article uses this sentence towards the end of the first paragraph. This repeats that autumn is their best season which is the season coming up at the time of the brochure being distributed, persuading the reader to visit straight away. It also reflects its target audience by stating the " beer festival in Cardiff City Hall" which would appeal to young adults looking for a good time.

Both texts are similar in the purpose and tone which is important if they are to persuade people to visit their country or city. Appealing to their target audience is also shown as they try to get the reader interested and more likely to go on holiday. Although they are both advertising their best points in different seasons, Jersey advertise their beaches in spring, Wales advertise more food and beer festivals, they both show how appealing they both can be no matter they weather, making sure people will visit any time.