

Ann mcclintock and dick gregory point of view essay

[Business](#), [Company](#)



In Propaganda Techniques in Today's Advertising Ann McClintock adopts the first and third person perspective. The first person narrative is evident when McClintock uses " us" when describing her viewpoint. She does not underestimate her own weaknesses of falling for the advertisements shown by companies. The writer explains how everyone is at a subconscious level affected by advertisements around them, which eventually leads them to making impulse purchases. Furthermore, McClintock identifies how in different ways companies play with the consumers emotions by making consumers feel they need the product. McClintock has used the subjective, objective and possessive case throughout her writing which clearly indicates the first person narrative. McClintock does not blame her readers for being a slave to advertisement techniques used by companies which might have deemed her as arrogant; therefore, she includes herself as being a victim of these techniques. The third person narrative is used when the author talks about the companies which are wooing customers into making purchases. However, McClintock majorly uses the first person narrative. (Langan 2013)

In Shame, Dick Gregory has clearly used the first person- subjective case. The author has written the entire story using the word " I" which is clearly the first person narrative. The entire story revolves around the poor boy and the life lessons which are mentioned by the author from the perspective of the poor. The book revolves around making the reader understand the word shame from the character's viewpoint. Writing in the first person is common for fictional books, and it even brings about a realistic element to the reading. The book has a deep meaning about how people should learn how

to understand others without judging them and the author has done justice to the topic by writing in the first person narrative. (Langan 2013)

Works Cited

Langan, John. College Writing Skills and Readings. 9 ed. -: Humanities & Social Sciences, 2013. Print.