

Studying the language of media and non-fiction

The following words and phrases are all taken from Ford car reviews and adverts.

From the Ka review:

1. In the review, what do the words 'pensioned off' and 'yesterday's technology' suggest about the writer's opinion of the Ford Ka? Explain how you know.
2. Pick out the words in the following sentences which illustrate that the reviewer thinks the car is small and the size of it is a problem: 'This is where opting for a tiddler hits home. Squeezing in and out of the back of this small three-door car calls for a contortionist's suppleness, although accommodation in the rear is acceptable for a city car.'
3. What do the words, '[It's] generally solid if uninspiring' suggest about the writer's opinion of the car?

From the Ka advert:

4. What does the slogan, 'Putting the fun into funky' suggest about the type of person who drives a Ford Ka? Explain your answer.
5. 'With its unmistakable styling, superb driving dynamics and a catch-me-if-you-can attitude, this is a small car with big ideas' uses which rhetorical techniques to help sell the car? You are looking for at least three.
6. What is the effect of using these techniques?

From the Focus advert:

7. What does the slogan, 'Own the road again' suggest about the type of person who drives the Ford Focus? Explain your ideas.
8. Why is the phrase, 'Except the price tag' in a sentence on its own?