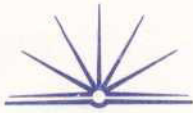


(22/19) The perspective on travel shown is that travelling to a sunset beach and escape the busy city life can be a quite romantic thing.

Language is very effective such as the bold large word 'escape' which suggests to leave the normal busy life and have some fun. The word is very enticing as people who want to relax will be drawn to it. The features of travel is described in emotive and colored words such as 'delicious', 'chilled bottle', 'cold buffet' which makes the offer sound very attractive.

The layout <sup>the picture of</sup> is very helpful too. A young couple wearing casual clothes with relaxed smiles on their face and walking ~~past~~ <sup>along</sup> the beautiful beach under blue sky can draw reader's attention straight away and makes people who want some respite continue reading. The price in the circle is also eye catching which makes ~~if~~ <sup>people</sup> feel it's ~~economical~~ <sup>inexpensive</sup> ~~that~~.



b) Text Two is an advertisement which shows the perspective that travelling with a loved one to a sunset beach is a romantic thing. It uses advertising techniques to show the perspective such as the bold writing of the inexpensive price and the ~~the~~ illustration of a young couple walking along a beautiful beach at sunset and the emotive words 'delicious', 'candlelit dinner', 'chilled bottle' and they all draw reader's attention and persuade them to act.

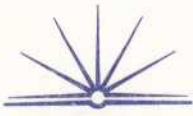
Text Three shows the perspective that we can do everything as long as we make the first decision and take the first step.

It is achieved by using analogy between trip in the desert and cross the street or drive to the beach to show the trip in desert is harmless.

The language used is also persuasive such as 'you are as powerful and strong as you allow yourself to be'. The illustration of the camels in desert allow readers to imagine and relate to their life.

Text Four is a cartoon which gives the perspective of listening to music <sup>humorous, at a ~~sea~~ beach</sup> ~~ie~~ <sup>and relaxing at a beach</sup>. The humorous drawing with the man ~~is~~ putting a snail shaped headphone near his ear makes the perspective very accessible. The man ~~to~~ and his wife look very relaxed. The website prompts people to get more information.

persuasive



57 The travel to Sahara desert is quite an extraordinary experience. The trip is quite easy in fact, it's as easy as crossing the street or eating peanuts. People can hire ing

very strong, friendly camels at the starting point of the journey and these lovely animals can carry us through the whole desert. There will be nice and friendly guides who speak fluently English to explain the culture and history of the desert to us. This journey is challenging but not dangerous. It's a challenge to our nerves that whether we can take the first step. Our experience will certainly be enriched and broadened by the trip. This will be an unforgettable experience.