

Presentational devices are used in addition to the writing of a text to **enhance** the meaning. When looking at texts, you need to show *how* the presentational devices *enhance* meaning.

### Illustrations and photographs

Illustrations and photographs help to engage the reader. The images might visually represent the text, or be included to alter our perception of a particular topic.

In order to think about what a picture is showing us, we can think about what it illustrates superficially, but also what it implies beneath the surface. This is called denotation and connotation.

**Denotation** - what a picture shows us superficially

**Connotation** - what can be inferred from the image

Look at the images below and explain the denotation and connotation of each.



Denotes:

Connotes:



Denotes

Connotes:



Denotes:

Connotes:

Captions

Captions do not simply describe a picture. Instead, they offer an additional comment on the subject matter. Very often the writer will use an image to add meaning to their text. In turn, the caption is another way that the writer can control the way that the reader thinks about a particular topic.

Look at each image below and write an appropriate caption for each. How would your caption alter the way the audience views the image?



Caption:

Impact on audience:



Caption:

Impact on audience:



Caption:

Impact on audience:

## Colour

Colour is a subtle device that writers or designers can use to steer subconscious associations. Very often it can be used as a way of directing us to think in a certain way because of our judgments about the colour used.

Complete the chart by filling in what each colour represents to you.

Colour and representation	
Colour	What it represents
Light blue	
Red	
Yellow	
Green	
Black	
White	

## Headings

Look at the headings from different texts below. For each one, try to explain why the designer has chosen that colour in relation to what it represents.

The greatest cause of premature death this century (red)

HEAT's top 10 ways to recover from a broken heart & start the search again ... (pink)

The Bugatti Veyron 16.4: A wonder of the modern world (grey)

Escape the chaos of everyday life and find peace in *YOUR* piece of paradise (blue)

## Slogans

A slogan is a short and pithy phrase that sums up the essence of a product or organisation. Some slogans use what is called **phonological patterning**. This is where devices like **alliteration** and **assonance** are used to make the slogan memorable by using repetitive sounds. Alternatively, the slogan might just be a very short phrase that focuses the reader on a particularly unique element of the product or text in general.

Look at the slogans in the table below, then comment on what you think the creator was trying to achieve, and why they are effective.

Slogan	Aim	Effectiveness
With us it's personal (Royal Mail)		
Open Happiness (Coca Cola)		
The power to be your best (Apple Computers)		
Because I'm worth it (L'Oreal)		

Font styles

Fonts carry perceived meanings. One of the first things to think about is the level of formality implied by the font.

Look at the different headings below and explain why the designer has chosen each font.

	Level of formality	Why has this font been used?	How effective is the font style in targeting its audience and purpose?
<p><i>How to Burn the Candle at Both Ends and <b>Stay Healthy</b></i></p>			
<p><b>HER MAJESTY'S TREASURY BUDGET 'BUILDING A STRONG, SUSTAINABLE FUTURE'</b></p>			
<p><i>Young Love</i> + Sexually Transmitted Diseases = <b>A Ticking Bomb for the Next Generation</b></p>			

## Headings

Headings provide us with an initial sense of the writer's topic, but also their purpose. Headings can offer us an early insight into the writer's perspective on a particular topic. You should look closely at headings to determine whether or not the writer is presenting their ideological perspective in addition to the content.

Look at the following headings and beneath each one, write down what you think is indicated about the writer's ideological viewpoint.

### BRITISH YOUTH ARE THE DRUG ADDICTS OF EUROPE

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Ideological viewpoint:

### A GENERATION IN DESPAIR: BRITAIN'S LOST YOUTH

---

Ideological viewpoint:

### THE FALLEN EMPIRE: HOW AMERICA LOST ITS VALUES

---

Ideological viewpoint:

### SIMON COWELL, AMERICAN IDOLS & WHAT REALLY HAPPENED TO BRITISH MUSIC'S X-FACTOR

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Ideological viewpoint:

## Sub-headings







Sub-headings do more than simply 'break up' the text; instead, they often provide a way for the writer to guide the reader through their argument by continuing to insert headings that deliver their ideological impact.

Imagine a writer has produced a text about gun crime. Read the text's title, and then look at the subsequent sub-headings. Next to each one, write down how they help the writer to develop their ideological perspective throughout the text.

BRITAIN ON THE VERGE OF GUN CRIME CHAOS	
Sub-heading	How does this develop the writer's ideological viewpoint?
Record numbers being slain on Britain's streets	
The secret war among our children	
Under-18s buying guns to commit crime	
55 gun crimes every day	
Parents live in blissful ignorance	



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