

RSPCA

Purpose- To **inform** people about animals and animal campaigns
To **persuade** people to join campaigns or to change their lifestyle
To **advise** people about their animals and petcare

Audience-

- Adults.
- Animal lovers
- People who **have** animals or are **about** to get a pet.

Language- *FORMAL- SOPHISTICATED-EMOTIVE*

The emotive language is used in a number of places to present the suffering of animals in unnatural living conditions. The effect is to **persuade** people to change their attitude and lifestyles towards the treatment of animals.

There is use of imperatives ('Give animals a voice', 'take action!') Direct address ('sign up to add your voice to our animal campaign'), and modal verbs (could, would, should) in these pages. The effect of all of these is to draw the reader in as well as speak directly to the **audience** and engaging with them.

There is also use of repetition, list of free, facts, opinions. These devices help make the text effective by making people remember information, as well as making the information it gives more authentic. They help the text website look sophisticated and the information that it is giving interesting.

Layout

- Combination of pictures and text. The pictures are contrasting in their effect- depending on the information and purpose of each page (cute dog vs sad chicken in cage.) The pictures make the website appealing to the **audience**.
- Easy identifiable logo- top left hand corner of each page. Familiar to the **audience**, makes the site trustworthy to its' audience.
- Navigation bar – used to help **audience** move around the website easily.
- Colour scheme. Blue and white. Simple and sophisticated. The Colours blue and white are associated with the RSPCA. So the people viewing the website will be familiar with the charity and trust it.

EDINBURGH ZOO

Purpose- To inform people about the zoo, as well as various campaigns/ conservation work that the zoo is undertaking.

To Persuade people to visit the zoo, as well as get involved in conservation work.

Audience-

- **Adults**
- **Animal lovers**
- People who are **interested** in animal welfare.

Language- FORMAL- SOPHISTICATED-EMOTIVE

The language is formal and sophisticated, and this suits the adult audience. The information being given to the audience is quite detailed and involved. There is an extensive use of facts and statistics, which help support the arguments and present the **information** that is being presented in the text.

There is also use of direct address (How you can help), imperative verbs (sign up for our newsletter, support the zoo) and modal verbs (if you would like to learn more about giant pandas ...) The effect of all of these is to draw the reader in as well as speak directly to the audience and engaging with them. These devices are used to **persuade** the audience to help the zoo.

Layout

- The layout of this website is sophisticated and looks professional.
- There is a combination of image and text. The images are used to engage the audience. There are significant chunks of text on these pages.
- There is a logo in the top left hand corner of each page. This logo is consistent and makes sure that the **audience** knows that they are on the same website.
- The navigation bar on the left hand side of the page makes sure that the audience can move around the web pages easily.
- There are clear headings that divide text up and make sure that the **audience** can take the information in in smaller sections. The hyperlinks have a similar role, and help the **audience** move around the website.

NATIONAL GEOGRAPHIC

Purpose- To give **information** about animals

To entertain audience and educate them

Audience-

- **Children** and **young adults**
- **Parents**
- The **Computer 'savy'**

Language- *INFORMAL – SLANG- TECHNICAL JARGON*

The language here is quite informal. There is some formal language, but there is significant use of slang (Cool Clicks, check it out, Quiz your noodle, kitty condo) There is also some use of technical jargon (e-card, IM a friend) the language and jargon is suitable for the **audience**, who are young, more computer literate, and more likely to understand the jargon.

There is use of direct address (Do *you* think the groundhog will see its shadow on February..?) as well as imperative verbs (*Explore* the mummy's tomb and find hidden artifacts, *check* it out!) The effect of all of these is to draw the reader in as well as speak directly to the **audience** and engage with them.

There is also some catchy phrases (' creature feature') and alliteration ('Amazing animals', 'cool clicks') these help the reader to engage with the text.

Layout -

- The layout for this website is designed for **kids**. It has a combination of image and text, but there are more images.
- The images are a combination of photographs, cartoons, and animation. This would make it more appealing to the target **audience**, and they are more likely to engage with it as a result.
- The layout for each page is slightly different, but the style is consistent. The navigation bar is along the top of the page, and uses pictures as well as text for each link; again this is suitable for the **younger audience**, and will help them to move around the site.
- There are videos and other interactive features that will also help engage a **younger audience**. The games, in particular, are a feature that will have a great effect on the **younger audience**.
- The logo at the top left of the page is simple and effective for a **younger audience** by the use of 'bubble' font, and it is consistent throughout all pages to make sure that the audience knows that they are on the same website.
- The background images and bright colour scheme will also contribute to the overall 'fun' setup of the site and will appeal to the **audience**.

SEAWORLD

Purpose- to give **information** about animals and animal organisations.

Audience-

- Young adults/ Adults
- People interested in animals and animal welfare

Language-SOPHISTICATED- FORMAL

The audience for this website would be mainly adults. This is clear through the use of formal and technical language. (Habitat, migration, zoological) as well as acronyms (AZA.)

The information uses a lot of facts and some statistics to fulfil its main purpose: to **inform**.

Layout

- The website uses a simple, easy to use, but slightly basic layout. There is use of both image and text, however this site seems to be more text orientated.
- The information is broken down into paragraphs, but there is a lot of it. The font is quite small, which might make it more difficult to read.
- The banner along the top of the pages is consistent, and helps the **audience** know where they are.
- The phrase 'ANIMALS explore- discover-connect' is like a mission statement, and links to the content of the pages.
- The logo at the top right hand corner of each page reminds the viewer where they are, as well as being images associated with tourist attractions that a larger percentage of the **audience** would be familiar with.
- The navigation bar on the left hand side of the page uses clear sub-headings, that make it easy to move around the site.

