



2.10.1 Text as context (Std, ES, EAL/D)

Car advertisements

Based on your knowledge of car advertisements targeted at young drivers, consider whether the following depictions are typical of these advertisements. Conduct a survey of car advertisements targeted at young drivers and test whether advertisements targeted at young drivers feature:

Name of Advertisement	Ad 1	Ad 2	Ad 3	Ad 4	Ad 5	Ad 6
a single vehicle						
a male driver						
a skillful driver						
an absence of passengers						
an open road						
an absence of traffic congestion						



Text combinations

Text	Composer	Audience	Context	Language features	Who and what is foregrounded?	Who and what is marginalised?