



2.5.1 Text as context (Advanced)

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						

Working with a partner, respond to these questions.

To what extent do the advertisements combine factual and fictional elements?

List the elements in the table below.

Name of Advertisement	Factual elements	Fictional elements





To what extent have these advertisements divorced themselves from everyday social experience?

To what extent do they emphasise the expression of self through driving practices?

To what extent do they share values about the driving experience?

To what extent do they grow from assumptions about individuality that reflect a modern capitalist democracy?



Text combinations

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