

Both of the texts are aiming at women who are in medical
Texts A and B represent diachronic changes as one was written in
1887 and the other in 2011. While both of the texts are the
advertisement (Text A) and the webpage (Text B) are both aimed
at women who are in medical need and therefore carry the subject
of pain relief with the purpose to persuade. They both differ
immensely in terms of language as we can interpret a change in our
language in terms of medicine, gender and technology.

The reputation of medicine can be seen to have changed
drastically when looking at these texts. The Bechmans advertisement
uses the attributive evaluative adjective 'wonderful' in order to describe
the medicines they have to offer. ~~Not only when we compare this~~
~~to the Feminax Ad.~~ This semantic field of magic supports the
view of superstition being more credible than factual knowledge in
1887 however, as time has gone through the process of modernisation
as ~~our~~ scientific knowledge has advanced so 'wonder' has
become less reliable. The preference of magical thinking
has also been displayed through the asyndetic list used to emphasise
breadth and depth of pills. At the same time Not only has this been done
to entice the reader with the wide range of uses - suggesting
medicine may have been rare at this time so they really are
'invaluable' (predominant evaluative adjective) - but it also demonstrates
a lack of scientific knowledge. This is further supported by
the concrete noun 'machine' as this has been attempted to be
used as scientific basis in order to build the credibility of
the text and their confidence in their product has also been portrayed
by ~~the way demonstrated by the Feminax web~~ the collective
determiner 'every' to display the effectiveness of this product.

The Feminax web page however demonstrates we have moved
in towards a very evidence-based society which prioritises facts
over superstition. ~~Not only~~ By specifying the company behind the product
as well as what the product is aimed to cure ('period pain')

we can interpret the company as very cautious of the legality of their product. This idea of specialization of period pain has also been done due to the medical industry wanted to make money off of a ^{generic} ~~generic~~ drug that they are attempting to rebrand. This may suggest that both texts' audience has a sense of naivety as our concern with being scientifically literate today may be hindering our basic understanding of medicine. Socials pages such as 'obuprofen lysine' also hints the reliability of the product which is supported by the cosmetics used by the ~~text~~ webpage as they are trying to sustain a level of confidence in their product - similar to text A.

The reputation of women is another factor that has altered since 2011. In 1887, women society was patriarchal having women subservient to men however in 2011, although the use elements of patriarchy, it is clear women were opening equal status. (despite medical terms suggesting a level of inferiority). In the Beecham's advert it can be seen that 'females of all ages' are more susceptible to illness due to the long asymptotic list used. It here we can interpret women as viewed as weaker as already the plural noun 'thousand' suggests how much they are needed. Text A also highlights how women are credibly and less knowledgeable than men as although they use the words of manner 'sincerely' to convey their trust rather than any scientific basis. However the plural noun 'quince' does suggest women are concerned with value and as therefore not naive in this sense whereas the semantic field of money is not at all mentioned on the webpage. From it is clear to see that feminism is aimed at working, empowered women due to the reputation of the verb phrase 'get a with your life'. This coincides with the busy lifestyle of the 21st century and therefore appeal to today's society. A more direct and brief approach has also been taken in terms of laws in order to specialise in period pain so which

you can get on with your life

subordinate (concessive) or actually slave

differs from the empiricist language in the Practitioner
advent. Linker believes in 1887 bodily effluvia was one of the
most offensive factors which now we are more concerned with documentation
showing how the subject in these texts has become more acceptable
in our society today despite appearing in vulgar type of conversation
in 1887. This supports the view of reflecting as it is
arguing that language change reflects our thought and as we are
becoming more accepting of women and their medical issues, we
are learning to be more open in our speech as well. However
we see a clear similarity between these texts as text B still
enforces gender stereotyping with the use of the color pink and
the focus on the 'home' - studies to traditional roles.

The changing modes in communication can be shown to
have changed in the era. In 1887, the text is very
dense graphologically and the grammar is complex. ~~It~~ This
could be due to the fact it was published in a real era
as these aiming at literary & readers. This demonstrates
that even the educated had little knowledge of science. The
orthography used, such as apoptosis or all name, demonstrates
how standard English hadn't really come into effect yet therefore
making the ease of communication between reader and writer
more difficult to achieve. In comparison to the text A B
is shorter or shorter webpage that displays features of
over-mediated communication - e.g. the question and answer
discourse. The interpretation of a active address supports the
fact the address is very specific and therefore will make it
easier to specialise. This introduction is also supported by the scripture
personalisation used with the 2nd person personal pronoun 'you'
to mirror the spoken interaction. Fairclough's theory also embraces
Grice's or informalisation as he believes that as society has become
more fragmented as time, we use informal language (such as 'you'
and the affirmative adjective 'hard') in order to bridge gaps in

reflects

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2

reflectivism
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society. Our eye-criticism has also grown over time demonstrating why the coalescence of 'Feminist' may have been used. As a society, it is important that language is being accepted to us as a self-interest has grown over time showing how subcultural is key to speaking to the 21st century.

Prescriptionism vs. descriptivism is as a key debate that applies to both of these texts as the element of informality over a subject matter such as period pain may seem to be damaging or language. Humphrey (a prescriptivist) argues that 'you' the second person personal pronoun 'you' is too informal to be used in formal of it for communication between strangers inferring that the Feminist webpage is too personal, despite. However we could argue that the effectiveness of the text bridging gaps between people is enough to keep them in our language as it will make the audience feel more comfortable when discussing a private medical matter. Lynch Tam also could support the dense and complex text used in text A as it helps grammar is becoming to simplify. However we could argue that by chunking the text in suggesting the webpage, you are creating an ease of access for the audience which will coincide with the basic lifestyle of today and ensure efficiency in relocating information. tolerance

Overall both texts differ immensely as we see with informality being placed from 1887 to 2011 as we see texts become a lot more personal.

Overall the change between these two texts is immense as we can interpret that as society is changing, so is our language.

A

EB1: End more fleshed out.