

1. Text A is a letter sent from a large chain cinema company, Cineworld. It ~~is regarding~~ is therefore of the written mode. It is targeted at ~~a copy~~ an individual ~~customer~~ ~~as~~ customer and is regarding recent changes to the price of their Unlimited card. The purpose is to reassure the customer that ~~their~~ ~~that~~ ~~the~~ price increase is only minimal and the service provided is still outstanding.

Firstly, the writer has chosen the written channel of communication. ~~The fact~~ Written texts, ^{especially letters,} ~~often have increased ability~~ to give the writer an increased ability to write more ~~and in more detail~~ detailed texts. For example, the ~~code~~ compared ~~sent~~ sentence 'A copy is enclosed...'. This ~~allows therefore an~~ affordance of this channel allows the writer to have greater description and therefore provide ~~a greater level of service~~ more thorough ~~inf~~ ~~text~~ information. ~~So~~ Also, the ~~written text~~ ~~allows the~~ form of a letter is a closed channel of communication. This can be seen with the use of the proper noun 'Stewart'. Therefore, this allows the writer to be more personal and so the reader feels like this information has been created ~~just~~ ~~at~~ for them only.

However, the written channel does have limitations. Firstly, ~~it is the~~ the ~~a~~ lack of availability to prosodic and paralinguistic features means that certain steps have to be taken to bridge this spatial and temporal gap. Here, the use of the second person personal pronoun 'you' creates synthetic personalisation (suggested by Fairclough). ~~This is~~ After, the use of the present tense in the coordinate clause 'we currently offer...' makes the good service quality seem as if it is happening now. Therefore, the ~~fact~~ ^{impression} that the text is delayed is overcome.

The text is formal throughout by making use of standard English. For example, the foregrounded coordinate clause 'But ~~in~~ this year...'. This ~~creates the impression that the~~ ~~cor~~ represents the company as knowledgeable and educated. Therefore, the reader is more likely to believe that the advice they are offering is sound and can be trusted. As a result, the aim of the text to inform and convince the reader that the unlimited membership is still ~~an~~ excellent value for money is more likely to succeed.

The writer represents the topic

(the ~~changing~~^{changing} price of the unlimited membership) as only a small matter. For example, the coordinate clause 'The new price...' ~~show~~ suggests that the impact that the changes will have is only marginal and will not have any major effect on the customers. Also, it appears that the company is keen to explain their changes to avoid customer ~~the~~ dissatisfaction towards them. The use of the subordinate clause of reason 'because our ticket prices...' offers an explanation as to the changes and therefore ^{tries} avoids ^{the} negative implications of customers leaving as almost ~~puts~~ the blame onto another sub area distances themselves from the blame. The noun phrase 'outstanding value' ensures the reader that their money is ~~not~~ still being well spent and they should continue to be in their membership without worry of the costs.

Finally, the writer positions themselves as an expert by use of the conditional subordinate clause 'If you need...'. This suggests that the company is

~~in the position of~~ is knowledgeable in this field and therefore offers sound advice that the reader can follow. However, there is also the feeling of ~~mutual~~ respect for the customer as the writer respects their

negative face by use of the
coordinate clause 'we do realise...'.
This positions the reader as having
power and respects their need for
independence. Therefore, the company
is not forceful and allows the customer
some choice.

In conclusion, the ~~use~~ use of ~~the~~ a
letter ~~has~~ been chosen carefully ~~by~~
the writer to maintain formality. The
topic represented as knowledgeable
and offering great service ~~and~~ ^{but} the
reader is still put in a position of
~~power~~ as is given choice.

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2 ~~The~~ Text B ~~is~~ has occurred on the social networking site Twitter. This has been ~~to~~ Therefore, it is of the written genre of communication. The subject is regarding the quality of service provided by ~~cinema~~ major cinema company Cineworld and the quality of the film Die Hard 5. The purpose is to ~~review~~ the experience and inform others. The purpose of cineworld's replies is to ensure customer satisfaction by offering a coupon. ~~Text~~ jake taylor 93's audience is fairly open to start with but ~~then~~ targets specifically at cineworld and regentmorton.

Firstly, ~~the~~ jake taylor 93 began the interaction ~~on~~ the choose the written channel of communication, Twitter.

Twitter is ~~for~~ quite open and therefore his opening statement, the main clause 'Another fun day...' is not specifically directed at anyone. Therefore, this suggests that ~~then~~ the purpose may have been to simply start an interaction express his feelings. However, Twitter does give the option for other users to comment on the statement. ~~to~~

Therefore, this channel also has an element of interactivity. ~~However~~ ^{This channel also allows the writer to be concise and save time (e.g. the channel is only 280 characters).} ~~but~~ ^{the} of limitation of the ~~but~~ of availability of prosodic and paralinguistic

features means that the text ~~must~~ tries to mimic spoken language in order to bridge the spatial and temporal gap. For example, the use of the ~~back channel~~ ^{declarative} main clause 'I need you' acts as a backchannel that aligns with the ~~reader~~ ^{writer}. This mimics spoken language and therefore acts to support the writer. Therefore, this suggests a closeness between the two despite the interaction being distal. Also, the use of the emotion ':/' is used to gain mimic peralinguistic features. ~~at~~ This creates the meaning unambiguity and adds informality to the text. Also, the use of the present tense in the coordinate clause 'we're trying to offer...' suggests that Kinowal is continuously trying to maintain low prices, so ^{thus} reduces the effect of delay.

The formality of the text changes depending on who the writer is. Firstly, ~~the~~ the use of the elliptical declarative 'fingers crossed...' ~~these~~ does not use standard English in ~~their~~ terms of grammar. Therefore, this ~~creates~~ ^{may have} a feeling of closeness ~~but~~ ^{has} been done in order to ~~maintain~~ be concise and save time. The text is not being ~~point~~ directed at anyone ~~or~~ in particular ~~which~~ ^{so} ~~infer~~

formality is not necessary. Also, the use of the attributive ~~adj~~ evaluative adjective ^{to do term} 'shit' is used. This is used during the interaction between Jake Taylor 93 and Ryan Martyn and therefore suggests a closeness between the two as they know they can use such language without causing offence. Therefore, ~~the~~ both writers position themselves as friendly. This positioning on the same level continues with the declarative 'saves fff'. This suggests that both are in a position of wanting to save money financially, so again more common ground is formed.

~~the~~ The tweets by Cineworld however have increased formality. For example, the correction of the possessive determiner 'your' shows that they are concerned with how their company is being represented. Therefore, ~~the~~ it suggests that they want to position themselves ^{with} ~~as~~ a level of knowledge and ~~educative~~ ^{new word} educational understanding. Therefore, the ~~top~~ companies statements are more likely to be trusted and followed. ^{However, the reports use of the expression 'sorry' suggests they are not afraid to admit when they are wrong and already have the costumes at the door of parliament.}

Finally, ~~but~~ ~~the~~ $\neq$ like formality, the text represents the topic of Cineworld pricing as different depending on the writer. The use of the non-standard

decorative '#daylightrobbery' ~~like~~
* by jketyler93 ^{there} likens the Cinemard
to criminals ~~and suggests~~. This ~~the~~ ~~proe~~
has connotations with ~~being~~ selfish-
ness and being ~~untrust~~ worthy. However,
cinemard responds with the fact that
they always try to offer 'great value'
(a pun phrase). Therefore, this suggests
that their prices are not unreasonable
and are appropriate for the service
provided. The offering of a 'coupon'
(concrete noun) may serve to represent
this good value and act to show
other customers, as well as jketyler93,
that their ~~serv~~ costs are low.

In conclusion, the channel of twitter
has been chosen as it can be easily
commented upon ~~and~~ by other users.
Both the formality and how the topic
is represented changes depending
on the ~~speaker~~ writer and links
to their purposes.

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25/9/13

- 3 Both text A and text B regard the major chain cinema company, Cineworld. The audience of both differs as Text A is directed towards a ^{single} consumer but Text B is ~~is~~ directed at a much wider audience. The channel of communication in both is ^{of the} written ^{media} form but text A is in the form of a letter whilst Text B is a Twitter interaction.

Firstly, ~~how~~ there are some similarities in how the two texts represent ~~the~~ ~~to~~ Cineworld's apparent value for money. Text A makes use of the noun phrase 'small price' to suggest that new changes ~~will~~ are only minor and will not impact on the ~~the~~ customer financially. This is backed up by the noun phrase 'outstanding value' which highlights the maintained excellent quality of service provided by Cineworld. Also, ~~the~~ The use of listing in the declarative 'you get...' shows the wide variety ^{of} ~~of~~ services available at cineworld so therefore it is represented as adaptable and varied. Similarly, in text B, in the tweets by cineworld, the use of the present tense in the ^{declarative} ~~declarative~~ clause 'we try to offer...' shows that the company is continually offering this great value for money. ~~not~~ The offering of the 'coupon' (a reward)

new) highlights the ~~core~~ costumer
core ~~for~~ by the company. However,
the use of the non-standard deverbative
'#daylightrobbery' in text B by Jake Taylor
93 suggests that the ~~pr~~ cost is extremely
high. By likening it to robbery, he implying
that ~~Cinemorol~~ is actually ~~sim~~ criminally
on behalf of Cinemorol. Therefore they
are represented as intrusive ~~or~~
similar to con-artists with the sole intention
of making money.

The modes chosen ~~is~~ by both is written.
However, this takes two different forms
so the way in which they bridge the
spacial and temporal gap sometimes
differs. Firstly, text B makes use of
the second person personal pronoun
'you' and this acts as synthetic
personalisation (as suggested by
Fairclough). Therefore, this along with
the use of the proper noun 'Steven' makes
the text appear more personal and therefore
tailored to the reader specifically. It also
creates a ~~for~~ closer relationship
between the two. However, in text
B, the informal setting means the use
of emoticons such as ':/' can be used
to mimic paralinguistic features. This
~~is because it becomes~~ Therefore, this
again adds an element of closeness
between the two in the interaction so
reduces the effect of the ~~temporal~~ ^{spatial} gap.

However, the use of the ~~tempo~~ present tense is used by both to overcome the delayed effects of the written mode. For example, text B uses the delectative 'he try to...' while text A uses the delectative 'he currently...'. This creates immediacy, ^{and therefore} ~~and therefore~~ helps bridge the temporal gap.

Finally, the formality of both differs. In text A, there is use of standard English throughout ~~as~~, for example the delectative 'the new price...'. Similarly in ~~the~~ Cinemond's text, they correct the possessive determiner 'your' to standard English. This reveals how the company wants to appear in ~~text~~ knowledge in the field so their information will be trusted. However, the language used between the friends in text B include attributive adjective terms such as 'shit'. This suggests the pair can afford to be informal as their relationship is close. Piaget may have linked this to the idea of using terms to appear more 'mature' in friendship groups and gain status.

In conclusion, the texts have similarities and differences in mode, informality and representation of the topic. This seems to be linked largely to the

use of writer and the purpose they
have.

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