

Both texts A and B idolises Australia and employs it as their main theme, however the ideology of each one directs the reader into different areas in which the country is explored: Text A shows a more formal, continuous and history-based text, while text B uses of a paused, descriptive, looking towards present and future, and more informal language text.

Firstly, text A is a lecture given to an Australian audience. It begins by describing a typical or famous view of the country's landscape in order to show familiarity towards the audience and not give any additional geographical information as there is no need for such cause, as the audience might be clearly aware of the subject in which is being dealt: "Looking down the long line of coast this morning... I see the first rays of the sun strike Mount warning...", this description is unnecessary as the speech is directed to the native citizens, though it delivers a common sensation and a certain integration of the audience as these locations are also familiar.

Text B has a similar introduction, where it bases on the idea of landscape and overview, however it takes into consideration that the reader has no acquaintance with what is expected to be seen and it uses simplistic language and short sentenced description of the country: "As you come down for landing, even the air seems to change", the language use in this text contraries with the first text, where the use of long descriptive, superior language and fluent sentences is kept over the introduction and throughout the text.

As reading through the speech, it is possible to notice that David Malouf, the lecture's writer, shows his Euro-centric view, while neglecting any importance of the Australian Aborigines, in addition demonstrating a racial discrimination towards a particular tribe while dealing with the history of the country: "When Europeans first came to these shores one of the things they brought with them, as a kind of gift to the land itself, was something that could never have existed before: a vision...no group of Aboriginal Australians...can ever have seen the place in just this way.". This ideology of using selective adult (middle age), European-descendent as the favouring audience contrasts with the brochure, which has in its purpose to attract all ethnic groups and nationalities, as its aim is to visualise a more successful economy through tourism: the text is adapted from the Travel guide for the Young. The information sheet also looks at the present features and variety of people while valuing future positive changes: "Most Australians live in coastal cities with sublime climate, barbecues in warm gardens, great beaches and

mountains with easy reach...frontiers in the outback desert are still calling for exploration...for a future”

Text B mainly uses of striking words, an exciting patriotic, celebrative and relaxed tone, which gives an emphasis on pleasure in order to attract foreigners, while text A uses of a superior, passive, patriotic, informative and calm tone in order to make the reader reflect upon what is being said. Each text has its particular reason for using such tone, as their purposes and audiences are also dissimilar.

Reading through text A, it is possible to identify its purposes, which are to promote the country, emphasise on the uniqueness of the country and present a Euro-centric viewpoint that has been previously demonstrated: “Most nations establish themselves through a long series of border conflicts with neighbours...think of various wars between Germany and France...Australia’s borders were a gift of nature”. Already on text B, the writer has also tried to promote the country, show its uniqueness, however there has been a demonstration of charisma and a calling for foreigners of any ancestry.

The brochure, uses of global and typical images like: “Big Macs”, “taxi”, “pubs”, “European boulevards” and “discos” in order to demonstrate the high-globalisation level the country has reached, and how elements from all parts of the world can be encountered in on nation. Nevertheless it uses the word “different” to describe the country, which shows a contradictory idea, however has in its purpose to inform the reader that its similarities is no excuse for not being unique.