

## Comparative Commentary

### Comparing text 1(a) and 1(b)

Text 1(a) is titled 'LIDO', a holiday resorts brandname. The text is an advertisement, from 'Travel and Leisure magazine'. Text 1(b) is titled 'Where'. It is a poem, written by A.S.J. Tessimond.

The themes of text 1(a) and 1(b) seem to be similar to a certain extent. Both texts are about a place. A loved place, where happiness can be found. A place like paradise. Unlike text 1(b), text 1(a) is an advertisement. It recommends a stay at a 'LIDO' resort. It claims that the 'LIDO' resorts are just like paradise (*'Float on the crystal calm waters of a protected Caribbean cove.' or; '... Which means that it's not just comfortable, it's tropical elegance blended with every modern luxury.'*) Text 1(b) is a poem. This text is not meant for commerce. It is about the place people love most. According to the author of the poem, this place is different for each person. It could be an imaginative place, but also a real one.

Text 1(a) concentrates on the material side of a place. It lays the accent on the luxury, elegance, comfort and adventure that can be found at a 'LIDO' resort (line 2; *'Dress for an elegant gourmet dinner or eat when you feel like it courtesy of 24-hour room service.'*) Text 1(b) does not concentrate on these material issues. It emphasizes the happiness that can be found in little things like people smiling, music or beautiful weather (line 2; *'Where people laugh in the sun. And the people are warm as the sunshine and live and move easily'*, or line 8 for instance; *'And palms weave sunlight into sheaves of gold'*)

It is not hard to see that text 1(a) is an advertisement. The author only uses positive words to make clear how great the 'LIDO' resorts are. The adjectives are even exaggerated; *'crystal calm water', 'elegant gourmet dinner', 'great massage', 'unlimited golf', 'Super-inclusive'*. The author makes clear that the 'LIDO' resorts are perfect holiday destinations. (line 10; *'It's not just all-inclusive, it's Super-Inclusive. And most of all, it's not just a resort, it's a Lido resort by SuperClubs.'*)

The text type of text 1(b) is more difficult to see. It is not directly clear that this is a poem. Although you do not see the rhyme immediately, there is a certain rhyme in the sentences; line 14; *'Perhaps it is east of the sun and west of the moon, Perhaps it is a county called the Hesperides.'* The text is, just like poetry, aligned to the left. But more important is the subject of the text. It is very personal, it is a written fantasy (line 12; *'Perhaps your country is where you think you will find it'*). Each reader can interpretate the thoughts of the author in an other way.

Text 1(a) exists in two different paragraphs. Above the text are a title; 'LIDO'; and a subtitle; *'playful elegance'*. LIDO is the name of the holiday resorts. It also is the italian word for beach. The brandname is associated with an exclusive beach for the rich and famous. The subtitle is meant to attract readers. The image that 'LIDO' wants to have is in these two words. The subtitle shows a paradox: the words 'playful' and 'elegance' contradict each other, they even seem to exclude each other. The combination of these words shows there is room for both playfulness and adventure as elegance and luxury. This points out the best of both worlds comes together in the LIDO resorts.

The first paragraph invites the reader to come to a LIDO resort. It is an enumeration of things you can do at one of the resorts. Every sentence starts with a verb; *'Float...', 'Bring it to a boil..', 'Dress..', 'eat..', 'relax..', 'Bop till you drop..'*. This paragraph is an invitation; it makes the reader long to this destination. It shows there are various activities at the resorts. The second paragraph provides information about the 'LIDO' resorts. It shows where you can find all the things you were longing for in the first paragraph. It links up the luxury, the comfort and the elegance you found in paragraph one with the name of the resorts.

Text 1(b) also exists in two paragraphs. Above the first paragraph is the title: 'Where'. I think this title is chosen because people all have a different favorite place. You do not know where this place is, it could be everywhere, even just in your imagination. The first paragraph shows moments or things that can make people happy: line 4: *'And women with honey coloured skins and men with no frowns on their faces.'* or line 9: *'And at night the shadows are indigo velvet. And there is dancing to soft, soft, soft guitars'*. This paragraph creates a warm, pleasant atmosphere, because of all the warm colours used; *'people are warm as the sunshine', 'white terraces', 'cinnamon sands', 'sheaves of gold', 'shadows are indigo velvet'* and so on. The paragraph also lets the readers long for a certain place, like the first paragraph of text 1(a) did.

The second paragraph shows where the place from paragraph one can be found. It provides more information about this place (just like paragraph two of text 1(a) did). But in contrast to text 1(a), text 1(b) can not really define the place: *'Perhaps your country is where you think you will find it. Or perhaps it has not yet come or perhaps it has gone. Perhaps it is east of the sun and west of the moon.'* The author is not sure where this place can be found, because it may be an imaginative place. That is why the author used the word 'Perhaps' so often, it represents the doubt of where you can find the 'place of your dreams'. In this paragraph, the reader awakes from the dream he read about in the first one. The second paragraph has a doubtful undertone; it puts the reader back on the ground after the somewhat dreamy first part of the text.

The targeted audience for text 1(a) are people who like luxury, top-quality and high facilities. People who are rich, probably; they have to have enough money to afford a stay at the luxurious 'LIDO' resorts (the luxury brings a high price with it). *'Super-Inclusive', 'Unlimited golf', '24-hour room service', 'every modern luxury', 'full European spa facilities', 'tropical elegance'*. The language of the advertisement is easy. Text 1(b) has a bigger target group. This poem is written on a way everyone can enjoy it. The use of language is not difficult.

The purpose of the writer of text 1(a) is persuading people to stay at one of the 'LIDO' resorts, especially in the first paragraph. For example, the author does not use subjects in the sentences; *'Float on crystal calm waters of a protected Caribbean cove. Or bring it to a boat behind a high speed ski boat. Dress...'* The reader actually should be the subject. These sentences advise or invite you to come to a 'LIDO' resort. The author of the text wants to persuade the reader to book a 'LIDO' resort, by summarizing the great things you could do at one of the resorts.

The author of text 1(b) has a very different purpose with his text. He wants his readers to think about some issues. He wants them to think about what is their favorite place, and where it can be found, and if it can be found; line 19: *'Perhaps you will find it where you alone can see it, But if you can see it, though no one else can, it will be there, it will be yours'*. The author also makes clear people have different ideas and expectations about their favorite place; line 18: *'...And whether they found it only they can say, and they not now'*. This text is neutral; the author does not attempt to persuade his readers. This text has a message, a moral. The issue the author wants to make clear is that you may have other expectations or other ideas about certain things, like 'paradise'. The text has a somewhat ironic undertone; *'Perhaps it is east of the sun and west of the moon'*; that is nowhere! So perhaps the author just wants to make clear that he believes you can not chase your dreams on earth...

The author of text 1(a) used some imagery to make his message clear. Repetition of the word 'or' in the first paragraph for instance. This reflects the many options a visitor of a 'LIDO' resort has. To highlight the many alternatives the visitors have, the author also used enumeration in the first paragraph. The author summarizes the many different things people can do at a 'LIDO' resort. The author also used a lot of adjectives, to stress how great the activities at the resorts really are.

Tessimond used some imagery in his text too. The repetition of the word 'and', especially in the first paragraph, shows the many wishes your 'favourite place' has to fulfil. Each element is connected; this is a polysyndeton. The author also used many metaphors; '*the people are warm as the sunshine*', or; '*while the sea spreads peacock feathers on cinnamon sands*', or; '*played by copper fingers*'. There is a certain rhyme in the sentences. This makes the people read the text very smoothly. There is assonance used in line 8; '*And palms weave sunlight into sheaves of gold*'. The author also used alliteration, in line 7 for instance; '*While the sea spreads peacock feathers on cinnamon sands*'. This use of imagery makes the text seem to be a poem.

Text 1(a) and 1(b) have a somewhat similar subject, but the texts turn out to be very different. That is because the aims of the authors are different. The aim of the author of text 1(a) is clearer than the aim the author of text 1(b) has. Text 1(a) is written to persuade the readers to pay a visit to one of the 'LIDO' resorts. I think Tessimond wants his readers to think about their 'paradise'; how it looks like, and if it really exists. Both writers succeed in their aims.