

Printed Media Essay

The three extracts 'Club 18-30', 'Superfamily' and 'Forever Young' are all aimed at different audiences. The writers attempted this by using various presentational devices, text structures, language and tones. (Each of the articles aim to appeal to young adults, family groups or older people.)

'Club 18-30' is aimed at young adults that are interested in clubbing; this can clearly be seen from the company name as it says the ages approved for their particular type of holiday. The writer chose to use a lot of slang, words like 'oodles', 'fab' and 'yer'. These are words that would not be suitable in an advert targeting families or older people because it is not language they are usually familiar with. This is another indication that the article is aimed at young adults and is probably designed to sound how a person of that age would speak or feel most familiar with. It is important that the reader feels that they are on the same wavelength as the writer because they may feel more inclined to go on that holiday.

'Superfamily' is obviously aimed at families; the title gives this away. There are also clues in the text that suggest that the advert is written to parents in particular. For example the subtitles show things which may appeal to parents rather than to children but let the parents know that their children will be well catered for e.g. 'children's clubs', 'family time' and 'baby care'.

The advertisement 'Forever Young' is intended for the elderly/retired but when I first read it, I thought it was meant for 30-50 year olds because many would have enjoyed this holiday. One clue that it is for older people is the company name, 'Forever Young'; hinting that age isn't an issue on their holidays. This is a good name because it would seem the perfect opportunity for older people to get away from it all. The advert doesn't target its audience very well because from what is written in the advert, many people well under retirement age might find that holiday enjoyable. Furthermore, the advert says 'hotel ideal for couples, groups and singles' not mentioning the elderly at all. Also, in the facilities section, it says they have video games for renting out and have discos in the evenings - this is not a particularly suitable advertisement in which to mention video games and discos.

All three texts have been written to try and persuade the target age groups to stay in their accommodation but some had other purposes as well. 'Club 18-30' was written especially to bring clubbers to stay in their apartments. 'Superfamily' was written to persuade parents to take their families on that holiday. The company also takes the opportunity to advertise their facilities. 'Forever Young' is designed to get older people to go on their holiday away from everyday hassles.

'Club 18-30' has a large, bold title to catch people's attention, and it is set out in short paragraphs so they don't get bored reading it. There is a picture of young people having fun so the readers can see how much fun it is and the headings and subheadings are written in wonky writing to make it look a bit wacky. These

things are all well suited to 18-30 year olds because many have a busy lifestyle and don't have time to look at lengthy texts. 'Superfamily' has no heading at the top of the page; instead, it runs down the side in a wavy border. Some of the text is arranged into short, sharp bullet points in order to keep the amount of text to the minimum. This is useful because parents generally get hardly any time away from the children so the quicker it is to read, the better. 'Forever Young' is laid out in text boxes to make use of the space well and two large pictures to give you an image of what the text is describing.

All the advertisements have well chosen images to break up the writing and to give the reader an idea of the things that are available to do, or see. All of the pictures are pretty central on the page to draw the focus onto the advert. 'Forever Young' makes particularly good use of images because they are clear, big and bold. The picture on 'Superfamily' is very well placed, being in the centre of the writing and so attracting attention. The 'Club 18-30' picture looks most attractive because you can see people having fun and smiling but the 'Superfamily' one is most relevant because it shows you a large section of the hotel customers would be staying in. Only 'Forever Young' uses text boxes and they are very effective because they divide up the text and make the different sections clear. 'Superfamily' has a side border with the title in; this is a good idea as it attracts attention because it is unusual. Only 'Club 18-30' shows their logo, making it easily recognisable and therefore people can identify other adverts by that company. None of the adverts have varied fonts on them but they do alter them in different ways: 'Club 18-30' has small body text, larger subheadings and an even larger main heading; this is effective because it is easy to differentiate between sections. The font size on 'Superfamily' is quite small but clear, with an important section about the company in bold. 'Forever Young' has quite small text, another thing that could suggest that it is not well suited to older people, many of whom have trouble with their eyesight. Both 'Superfamily' and 'Forever Young' make good use of bullet points to keep the sentences concise and shorten the reading time.

When it comes to the language used in the advertisement, they are all quite different to suit their audiences: 'Club 18-30' uses informality so it seems like a recommendation from a friend which might make you more likely to go, as you tend to trust your friends' opinions. 'Superfamily' is quite informal, especially when promoting their babycare facilities and food catering to the mothers. This could be because if they emphasise these, mothers may think that their children will be getting the best care and that it would be safe as possible and then they are more likely to pick that holiday. The 'Forever Young' advert is fairly formal but not too abrupt or else the readers may think the writers were being rude. 'Club 18-30' is quite informative in places, such as where the best DJs play but is non-specific in others, such as the cost because the holiday will probably be expensive and if they wrote that, it could put readers off going whereas if they played up the music side of things, it could attract people. 'Superfamily' is quite informative for most of

the advert but gets a bit gossipy when describing baby care things. This sounds a bit like mothers gossiping when they get together, talking about the best in baby care. 'Forever Young' is informative for most of the advert because many older people will want to know 'the facts' about a place before they will want to go there. It doesn't give any details about how they help people with medical needs such as help climbing stairs or transport issues. All of the adverts make use of emotive language: 'Club 18-30' uses words like 'great', 'brilliant', 'spacious' and 'private'; 'Superfamily' uses words like 'attractive', 'essential', 'imaginative' and 'beautiful'; and 'Forever Young' uses words like 'traditional', 'beautiful', 'relaxing' and 'scenic'. The writers use words like these to tell the different audiences what they want to hear: the older people are probably going to be interested in relaxing things, so the writer tells them about relaxing things

The sentence type can be used to identify each audience. 'Club 18 -30' has some simple sentences, used purely to get the point across, but most are compound sentences, to add limited detail. The sentences are generally quite short mainly because so much slang is used to make the language sound familiar to the target age range. 'Superfamily' has quite simple sentences to give information in short bursts so it is easy to read. The sentences in 'Forever Young' are quite laconic and the writer avoids going into too much detail: 'There is an abundance of activities on offer.' This lacks facts and details almost to the point of being non-committal, making the text ambiguous, which could lead to false expectations of the holiday.

'Superfamily' targets its audience best because the layout and design are novel and attention-grabbing and the text is well thought-out and suitable for the target age range. It gets the right balance of formality and informality. The picture is appealing and well positioned. There is good use of bullet points to shorten the text and the font is small but clear.

'Forever Young' is by far the worst because it fails to give relevant facts and details that a person of advancing years would undoubtedly require. Also, the target audience is not obvious; it is confusing as it mentions discos and video games. The advert isn't specific because when it says the location is ideal for 'couples, groups and singles' the only group it doesn't mention is families yet some of the activities point towards a more family oriented holiday. But, whilst it does not appear to be well targeted, it should be taken into account that it is very difficult to target older people successfully. This is because it might be considered offensive or negative to use terms retired or elderly as it may cause them to think that all of the people on that holiday would be old or infirm.