

Lang in The Media - Pollution

This article is an opinion piece written by Deborah Orr in the "opinion and pollution" section of The Guardian (a typically Labour-supporting News source). Due to the subject matter of pollution and how it's affecting children, the audience for this article is most likely those concerned with pollution and parents. As well as this, due to the paper's political stance, the audience probably support Labour ideologies. The purpose for the text is ultimately persuade and inform. The writer creates representation through her language such as the government as disappointing, British children at danger and Britain as responsible for the damage. Firstly, Britain are represented as responsible for the damage caused by pollution. This is shown in the declarative sentence "Instead Britain, along with most of the continent, have been flouting these guidelines outrageously." Initially, this seems to be targeting British citizens as the ones to blame but, as the writer goes on to describe the government's response as "utterly absurd" it is clear that "Britain" is more likely pragmatically blaming the government. Meanwhile, this declarative is a

agreed, but only mention if relevant. The piece does contain the current Tory government and add this to make it relevant

careful

purpose

different

can have

an

opinionated

article,

or an

article

with

opinionated

bias

newsworld

Good

this compound sentence declarative 15.

Good, but don't end it here or it just reads as feature spotting. Instead: the comp declarative uses the medium sub clause of 9 to show represent.

compound sentence with a median subordinate clause. The clause "along with most of the continent" may have been deliberately positioned as median as a way of emphasising Britain's responsibility as more important. Using this sentence structure ~~and~~ is an example of the writer having influential power because, by inflicting blame and responsibility on ~~Brit~~ (what seems like) British citizens, the audience may feel even more unfairly treated and thus wish to take action. A pragmatic purpose of Deborah's ^{or's} influential power could be to persuade the audience that the current conservative government are being unreliable and therefore reinforce and strengthen the audience's labour ideologies. ^{that's relevant!} ^{good}

Furthermore, Deborah Orr ^{use} ^{names} creates a representation of children to be in ~~per~~ danger. By using a semantic field of danger with verbs such as "aggravate", "suffer", and "damaging air pollution" alongside jargon within the semantic field of medical consequences such as "heart attacks, strokes, and respiratory disorders" and "respiratory diseases - particularly asthma", the writer inflicts fear on ~~at~~ the audience, particularly those who are parents. Semantically, using jargon gives Deborah a level of

instrumental as she demonstrates expertise. This expertise is likely to make the reader feel more reliable on Deborah and perhaps more easily persuaded to take action and stop pollution.

Grammatically, verb phrases (often paired with adverbs) are used to represent the government disappointing and somewhat pathetic. "Meant to be revealing", "running scared" and "speedily produced" all demonstrate the pragmatic function of creating an image on the ideological view point that the government are unfit to lead our country and not doing a thorough job. As a typically Labour-supporting paper, it is not unusual that this writer would generate this representation of our current government. While the article initially uses these as a way of expressing general concern for how pollution is being mistreated in the UK, it's also arguable that Deborah Orr is using these verb phrases for the pragmatic purpose of persuading influential power audiences to vote Labour in the next election.

Hum, yes (but that's very 'in the background' well done!)

Primarily? An environmentalist?

message of concern (but I do agree).

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103 11/12

22/24 A/A*

only possible? Addressing quote

analysis of the image. View it into the section re: children's voices