Both sources uses presentational devices effectively.

Source 1 uses the presentational device of colour to make it clear that the advert is aimed at a female audience. The colours used include pink, orange and yellow, all of which are vibrant and bold. These colours contrast and clash with each other, making the advert stand out to the reader. For example, the word ‘win’ is written in pink on a yellow background, creating a dynamic sub-heading. This ensures that the reader does not miss the purpose of the advert. The effect on the reader would be to enter the competition as the colours make it seem exciting and unmissable. The advert would be hard to miss when flicking through a magazine as the colours stand out clearly.

Source 2 also uses the presentational device of colour. Similarly, it uses mainly feminine colours such as pink and orange, therefore appealing to its female target audience. However, in contrast to source 1, the colour white is predominant throughout. White has connotations of purity, coolness and positivity, all attributes a young female pop-star would want to have. Indeed, the connotation of ‘coolness’ links with the confident stance the singer holds in the main image. The target audience of the magazine, young females, often aspire to be like their idols, beautiful, confident and positive and would instantly be drawn to read an article in which the person portrays these qualities.

Both sources use colour effectively to aim the text at their target audience, young females. Whilst source one aims to attract a reader to enter the competition using neon-like colours, source two engages the reader in the text in a more subtle way, using the colour white to emphasise the ‘coolness’ of the artist in the article.

Both sources also use photographs effectively. For example, the main image in source 1 is of two young girls smiling while they are shopping. This image is positioned next to a central image of the London Eye. The purpose of these images is to visually demonstrate how much fun the reader would have if they won the competition. The image also links with the target audience of teenage girls. The central position of the London Eye image suggests that it is greatly important and engages the reader by giving them a glimpse at what they could win if they entered the competition. Both images are effective because the reader would want to enter the competition so they could experience the activities shown in the images and be ‘happy’ like the girls in the main image.

In contrast to source 1, source 2 uses only one image which dominates the page. The framing of Avril Lavigne is such that she is the focus of the article. Her stance suggests she is confident and wants to be noticed. She is also staring at the camera as though she is communicating directly with the reader. The purpose of this image could be to portray Avril as a musician who is focused on being successful. She appears to be an ‘average’ teenager who wears plain ‘everyday’ clothes, therefore making her appear more approachable to a teenage audience who would be more likely to support a girl just like themselves.

Finally, both sources use the presentational device of headings to appeal to their female target audience. The heading in source 1 is large, bold and has clashing colours to create an intense visual impact. The serif font makes it clear to read, with a particular emphasis being placed on the word ‘VIP’ which is displayed in the largest typeface. Any teenager reading the magazine would instantly see and be interested in the heading as it offers an exciting experience. The designers of the advert have been keen to attract as many teenagers to the advert as possible, as the main focus is to advertise its product.

By the same token, source 2 also uses the clashing feminine colours of orange and pink in its heading and a bold serif font to appeal to its target market. However, the heading on the Avril Lavigne article is slanted downwards at an acute angle. This contradicts the wording ‘Rock Steady’ and suggests that Avril Lavigne is not your conventional pop-star, but a much edgier and
rebellious teenager. This would appeal to a young female reader as teenagers, stereotypically, enjoy breaking the rules.

Both sources use the presentational device of heading to attract their target market to the product they are trying to ‘sell’. In the case of the advert, they are ultimately trying to sell their lipbalm, via a competition, and in the news article, the designers are aiming to market the pop-star, hoping that sales of records will increase.

**KEY**

Words which compare
Point - says which device they have used
Describes the device
Explains the purpose
Links to the question - what is the effect?