

Practice Analysis Tasks:

Text 1:	
Audience	<p>Football fans would be interested because Brazil is hosting the World Cup and also as the writer meets famous footballer Jairzinho.</p> <p>People interested in travelling to Brazil will benefit from the writer's description of places to visit.</p> <p>People interested in art may enjoy reading about the mosaic steps of the Escadaria Selaron.</p>
Purpose	<p>To inform the reader about Rio's history and art.</p> <p>To promote cultural and tourist destinations across the city of Rio.</p> <p>To entertain and make the reader laugh such as when he embarrassed himself in front of the footballer.</p>
Important ideas in source	<p>The author takes the reader on a tour of Rio's beaches, mountains and streets. He describes each of the locations he visits in detail on a four-day walking tour of the city. He explains aspects of the city's history, art, food and culture. He gets a glimpse of everyday life in Rio and comments on increasing population and poverty. He discusses the negative aspects of Rio but finishes by describing the powerful landscape and future potential.</p>
Useful quotations	
Structure/layout	<p>Headline – makes the focus of the piece of writing clear (Rio) and highlights that it is considered one of the world's largest cities.</p> <p>Sub-heading – reveals who has written the piece and the fact it is being written in the lead up to the 2014 World Cup.</p> <p>Pictures – show moments from the author's walking tour of the city. Bright, colourful pictures make the article attractive and pull the reader in.</p> <p>Captions – provide extensive details as to the context and content of the images</p> <p>Series of structured paragraphs leading to a conclusion. He opens by describing meeting a famous footballer then moves on to describe, chronologically, each of the places he visited on his tour.</p>
Writer's language	<p>“walking the world”</p>

<p>What did the writer do well/not so well?</p>	
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<p>Text 2: 'Bebel Gilberto: my favourite places in Rio de Janeiro' The Guardian</p>	
<p>Audience</p>	<p>The intended audience for this piece could be said to be those of a mature enough age to go and travel around parts of Rio de Janeiro. We are given a sense of this when the writer focuses a lot on what a visitor could do in the city's restaurants, bars and live music venues. It is very much aimed at an American or British audience also. We know this because of how all the local Brazilian foods and dishes are explained in terms that the western world are more likely to understand.</p>
<p>Purpose</p>	<p>The purpose behind this text is to inform the reader about how the singer, Bebel Gilberto, spends her time when she returns to Rio de Janeiro. She accounts her pastimes, hobbies and activities throughout the piece as a whole. There is also an attempt of humour in the paper at times as she describes the jungle snakes and monkeys within the city.</p>
<p>Important ideas in source</p>	<p>The important ideas lay in how and why Gilberto spends her time in Brazil. She segments them by discussing the locations she chooses to spend her time in, the dishes she dines upon and the music venues that she has a liking for.</p>
<p>Useful quotations</p>	<p>"It's a real adventure ... hiking in the middle of the city." "Even though they don't have much money, people say the people who live in Rio's favelas have millionaire views." "Beach culture is such an important part of Rio life that people try and go at some point in the day."</p>
<p>Structure/layout</p>	<p>The article is segmented into paragraphs; many of which are fairly short and to the point. They don't tend to go over 5/6 lines which is most typical of journalist based writing.</p>
<p>Writer's language</p>	<p>The writer's language is relatively conversational and easy to understand; therefore it is appropriate for its intended audience. There is a usage of Portuguese terminology to describe the native dishes, however these are often explained by the use of parenthesis and dashes to add in extra information.</p>
<p>What did the writer do well/not so well?</p>	<p>The writer's honesty is a major positive. It is engaging in tone and helps promote the city of Rio to the audience. The layout of the piece enhances reader focus due to the briefness of the paragraphs, yet the wording used within these paragraphs is immensely well-detailed. The writer clearly has a sound knowledge of Rio for how they delve into the city's 'secret beaches' and how to get to them.</p>

	<p>An area for development that the writer might look to develop is the lack of awareness created about the dangers of travelling to such a place. Rio has an underlying reputation for crime and related potential danger. It appears that this piece chose entirely to not to focus on these type of issues and instead focus purely on the topic of scenery, foodstuffs and music.</p>
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