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Anglo-Chinese School
(Independent)

THE BEST IS YET TO BE

At the start of each answer to a question, write the question number in the box using your normal handwriting.

1.

The text is an infographic poster that has been produced by ~~the Health~~ health authorities in ~~our~~ Australia such as the "Better Heath Channel" and the "State Government of Victoria" regarding the need for immunisation. What ~~sets~~ this poster apart from other heath infographics is ~~its~~ unique use of colour and graphics to draw attention, and make ~~allow~~ ~~for easy~~ ~~viewing for~~ the poster an easy ~~reading~~ read for all ages.

The purpose of this poster is ~~rather~~ to convince readers of the need to 'immunise themselves and their children, as well as to inform them of the benefits of immunisation and the appropriate ~~various~~ ages that they should get specific vaccines. As a form of state-sponsored public heath announcement, the ~~graphic~~ poster is aimed at the Australian public as a whole. However, it ~~could be~~ is more specifically aimed at children and ~~parents~~, ~~evidenced by~~ This is evidenced by the considerable amount of space dedicated to the stages of life from "birth" to "Early adolescence", as well as the specific notices directed at parents. This focus is understandable, given the ~~recent~~ uptick in ~~our~~ the spread of misinformation regarding ~~vaccination~~ immunisation, leading to the recent trend of "antivaxxing", where parents deliberately withhold vaccination from their children due to health concerns. Hence, this poster also serves to remind such parents of the need to immunise their children.

The way the text goes ~~about~~ achieving this purpose is by establishing an informative tone. This is done through the ~~question~~ call and ~~answer~~ response format that the title and ~~so~~

subheading adopt. The title consists of a question "Do you need immunisation?" while the sub-heading on its right responds with "~~to~~ what vaccines you need depends on your Health..... Occupation." In fact, the rest of this poster ~~adopt~~ is devoted to answering this central question, ~~which~~ This conveys the informative tone ~~by signalling to~~ (~~the audience~~ ~~that~~ ~~its~~) in the simple and straightforward manner that it provides information. This is further supported by the bullet points and lists that pervade the poster such as "• Hepatitis B • Rotavirus" that help to inform. ~~Apart from~~ This also conveys credibility to the audience, making the poster's primary purpose more achievable.

The poster also creates a cheerful mood through its use of low modality graphics. These illustrations ~~images~~ of people are scattered throughout the poster and are deliberately depicted in a cartoon-like manner: the heads ~~are~~ of the characters are notably larger in proportion to their bodies. This deliberate stylistic decision makes the poster more appealing to younger readers, ~~as well~~ ~~as~~ makes the mood of the poster more jovial. The bright palette of colours used in the construction of the poster also achieves the same effect, but also ~~increases~~ makes the poster more attention grabbing. A rounded san serif ~~font~~ also helps to ~~convey~~ ~~the~~ appeal to younger viewers ~~to make the poster look~~ ~~in fact specific mass~~ less like an official document. All of this will make the poster more effective ~~on~~ in ~~conveying~~ drawing the attention ~~of~~ ~~the~~ children in particular, while ensuring their engagement with the poster is ~~kept~~ maintained.

~~to~~ In fact, COLOUR is used for more than ~~just~~ ~~its~~ establishing the mood, ~~but is~~ - its also used to make the reading experience easier for ~~viewers~~ readers. This ~~to~~ is seen in the colour theming of the words "Health", "Age", "Lifestyle," and "Occupation". Each ~~color~~ word is assigned a different
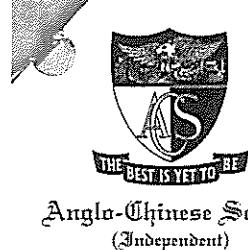
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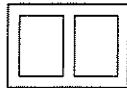
colour, and the use of this colour is maintained throughout the poster whenever each word is mentioned. Aside from the text boxes being coloured, the acronym "HALO" also keeps in accordance to this theme. The consistent and conscious effort in the colour association will enable readers to identify each subsection of the poster with ease, making the poster easier to navigate. Additionally, it might improve information retention.
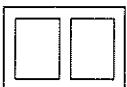
The use of green as an overarching theme as well as a background colour is significant on as associating the colour green is commonly associated with nature and health. This will help to connote a sense of safety and calm to the process of immunisation, which may help to convince readers to vaccinate themselves and their children.
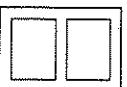
To help a reader to navigate, the poster is structured in a linear fashion, with guiding elements such as arrows and dotted lines to denote the flow. The reader will likely start from the title, due to the prominence that it has (because of its size). The arrow to its right guides readers to the next textbox, which seeks to convey and then the next. This ushers the reader through a step-by-step process to determine which vaccines are needed, making the poster easy to navigate. This is mirrored in the flow chart which shows which ages specific vaccinations should be administered, where dotted lines denote the flow.

In addition to easy navigation, it also creates a visual flow from top-down, giving for a pleasurable reading experience.

To further aid navigation, the flags representing *Aboriginal and Torres Strait Islander people are prominently displayed at the bottom of the flow chart. This is to draw the attention of these peoples to the specific "Additional vaccines" for them, which helps to ensure that ~~individual~~ specific groups of people get the information that they need.

The use of language features ~~also~~ help to achieve ~~the~~ the ~~purpose~~ of convincing readers to ~~immunisation~~ immunisation. In particular, imperatives such as "make sure your child's immunisation ..... or primary school" ~~help to~~ are instrumental in urging parents to take an active role in their child's immunisation through its commanding tone. Additionally, the use of exclamation in "PARENTS!", ~~as well as~~ the colour red, and the capitalisation convey the sense of alarm and urgency that parents should have regarding the safety of their child. This may also convince parents to vaccinate their children if they were opposed to it before.

Language features are also used to convey a sense of credibility ~~through (the~~ use of subject specific lexis such as "Measles, mumps - rubella" and "whooping cough" among others. This establishes the poster as a source of authority of on issues of immunisation, and might convince readers to trust this source of information. This subject specific lexis is, also organised in a manner that is unobtrusive and easy to comprehend. By being placed in bullet points, the information

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can be ignored if need be. This is relevant as most readers well probably ur see posters such as these over the streets, and will not have the time to read the poster in full. Despite not detracting from the visual reading experience, the information is still easily accessible to those who need it. This gives the best of both worlds, aiding in reader's comprehension of the poster.

In conclusion, this heath poster by Australian heath authorities is aimed at convincing the public to immunise themselves and their children and informing them of the details associated with immunisation. The poster uses a host of features to achieve this purpose, including deliberate colour theming, low modality graphics, establishing visual flow, and subject specific lexis. In my opinion, what sets this poster apart is its ability to combine graphical and language features seamlessly, working in tandem for greater effectiveness.

An excellent knowledge of how infographics work. For this text, you've addressed the visuals well, language features could do a little better. Listen to my Paper Review on language
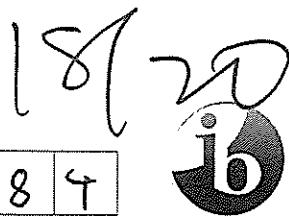
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01
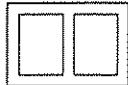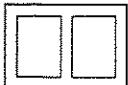
Text 1 is an infographic poster produced by the state government of Victoria, Australia endeavoring the need for immunization for certain groups in society, and providing information on the specific parameters, timeframes, and degrees of necessity to which one requires vaccination. This infographic is contextualized against the mandatory nature of required immunization for some group of people in Australia such as children and Aboriginals, and is likely to appear in public places such as hospitals, train stations, or as a flyer, where the ability to command a large and widespread viewership is possible. As such, the audience of this infographic would be the general public in Victoria, Australia, who pass by or encounter this poster likely by chance and unintentionally, but specifically to groups of people such as parents, pregnant women or the individuals employed in high-risk occupational environments, who are directly addressed in the infographic. True to its purpose, the use of contrasting and vivid colours, an informative tone complemented in delivery by emphasis in fonts and illustration, and a series of visual connections integrated into the design of the poster aid comprehension of by the audience as well as catch their eye and pique their interest in the subject-matter of the poster.

The use of a contrasting color scheme and fonts in this infographic are the primary vehicles used to attract attention of audiences to this poster. Specifically, the use of a gradient green background with darker toned edges and a lighter centre draw the readers attention to the centre of the poster while the vivid purple, orange and blue boxes on the right side of the page catch the eyes of readers together with the a enlarged acronym of "HALO". Referring to the determinants of the types of vaccinations required by an individual, the information which this poster is purposed to provide, this acronym has a unifying effect on the information

[left margin, handwritten:] Be more concise here. Don't be distracted!

presented and adds an informal and lighthearted tone to the means of portrayal of the subject-matter which is otherwise very technical and monotonous. The unusual association of the word "HALO" as a special effect or supernatural element also attracts new audiences to the poster which may otherwise have no interest in reading about immunization and its requirements. Finally, the inclusion of key information such as specific types of required vaccines on white backgrounds which are secondary in the viewer's eyeflow due to ~~the the~~ the relatively lesser graphic weight of the ~~A~~ color scheme allows readers to appreciate it in the context of the ~~easy~~ acronym "Halo", and the differential in ~~fonts from the colour~~ typography from the casual font of the "Halo" constituents to the sans-serif font of the information which conveys formality helps the viewer differentiate between the two types of information for an easier understanding.

It can be said that the entire poster is hypertextual, as the text in the top left hand corner ~~reads this~~ asks the question "Do you need Immunization?", while the rest of the information conveyed answers this question explaining the varying parameters which determine its unique answer for each individual. While the tone of the ~~text~~ ᶜᵒᵖʸ in the poster is informative, it is not overly ~~A~~ authoritative nor is it overly informal, and strikes to achieve a balance between a casual and more serious register. For example, the words "will mean you can benefit from immunization" which are repeated after each listing of conditions in the different categories of "Halo" are not directly underscoring necessity, but instead using the positive connotations of the word "benefit" to instill the impression via a transfer effect that immunizations are a means to improve one's health and not ~~an~~ simply another regulation and requirement from the ~~greater~~ government, which may be the view some take of the words "need" instead of "can benefit from" are used. Additionally, the contrast with other adjectives and facts with dangerous conditions such as a "greater risk of contact with diseases" from some jobs in environments paints the subsequent ~~suggesti~~ suggestion of immunizations as a means of safety and respite from the "dangers" of increased exposure or vulnerability, for example Repetition of the header or a synonym of it in the body of each constituent of "Halo" in the respective boxes ~~also~~ such as

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"lifestyle choices" in the "Lifestyle" box also underscore the serious tonality of communication the poster is purposed for, and the listing technique of risky behaviours such as "sexual activity or smoking" or health conditions such as "premature birth, asthma, diabetes, blood, lung, spleen or kidney conditions" also engage the reader by providing a sense of clarity while inviting them to read through the list to see if they or anyone close to them suffers from such conditions or has such habits which require immunization.

The language used within the more specified "age" extension of the infographic is dominated by the medical semantic field as the scientific names of the specific vaccinations required at different stages of life are listed in bullet points for greater clarity and enables viewers to remember the specific injections needed. ~~However~~ However, this may not be entirely effective as it does not list the industry-abbreviated names of injections such as ~~the~~ listing "Measles-mumps-rubella" instead of the clinically accepted 'MMR' may cloud the understanding of viewers who may not be able to remember the names of the injections in their entirety. Additionally, additional remarks and dates such as 'until December 2015' reflecting a phasing out of necessity after the date are ~~the Howards~~ bracketed to facilitate a distinct separation of purpose and context from the scientific names of the ~~this~~ vaccinations.

The flow of the ~~infographic~~ infographic is facilitated by visual progressive ~~even~~ indicators such as arrows which show the transitions between one section of the poster and another, ~~with~~ and ~~another~~ line of connected dots between the panels depicting the age of a person in the "age" white panel joining the contents of ~~the~~ that portion of the graphic, providing a visual coherence. Additionally, two red arrows which contrast from the green panels and connections in the "age" panel ~~draw~~ emphasize the stages of a child's life where parents must ~~also~~ ensure certain types of immunizations

are completed in order to comply with legislation but also to ensure the health of their children. The capitalisation of "PARENTS", the use of an exclamation mark and the red colour choice amplifies the impression of seriousness, and reflects the now instructional tone of "make sure your child --" and "use for --" to the parents. This is in conflict with the diplomatic and informative tone which prevails the rest of the graphic reflecting an important instruction to one group of target audiences.

Another element of the infographic which is crucial to aiding the audiences' understanding is the use of illustration of characters in an informal, caricatured manner. As individuals are known to process visuals up to 60,000 times faster than text, the use of illustrations, along with enhancing the attractiveness of the colour scheme also provide conveying visual correspondence to the content, for example, the baby next to the immunisation requirements for one, the use of a backpacker idea in the 'lifestyle' panel, and the painting of three different coloured halos above the heads of three characters visually appreciating the tagline 'everyone's HPV is different'. These also enhance the informed components of the image used to complement the technical portrayal of the content as well as the resoluteness and applicability of the information.

The bottom banner of the infographic serves as a means for by which audiences can find out more about the information in the poster, for example, "talking to (their) doctor", which could be more applicable to groups such as those at risk with 'lifestyle' and 'occupation' which are not prescribed specific vaccinations, unlike pregnant women and children, perhaps because they are less common cases.

The infographic here effectively uses multiple visual, textual and literary devices to convey the intended information to as wide a local audience as possible however some technicalities in presentation, for example the lack of use of medial short forms, may limit its effectiveness for all viewers. Yet, these can be easily solved by modern technology such as image capturing on phones and note taking devices.

2

This text is an article (feature) on an online portal "wired.com" entitled "The Psychology of how Pokémon go gets inside your brain". It primarily seeks to (written by Mick Stockton, Released in 2016 shortly after the game's release) discuss and break down the psychological allure (appeal) of popular video game "Pokemon go" in a scientific, methodical manner, and capitalize on the frenzy of the recently-released game. Therefore, subtly, it achieves its purpose by drawing heavily on in-game elements and Therefore Since the text refers repeatedly to numerous in-game functions such as "Pokegyms" or "Pokeballs", it can be inferred that the text is targeted at an audience of young pokemon go players, (computer) gamers, or older long-time followers of the franchise. Released in July 2016, the text This analysis will evaluate the use of language and literary devices in bringing across the purpose of this text to its target audience by first examining the title and introductory paragraph, then the flow of its persuasive argument and then other stylistic features unique to the text type of an online portal.

Firstly, the title and introductory paragraph engages readers and builds anticipation for the rest of the article. The title is typed near the top of the page in a capitalized, bolded, serif font that contrasts well with the white background and smaller main body text to capture readers' attention immediately. The title has both formal and informal elements, with "the psychology of how Pokémon go" preparing reader for a scientific, didactic approach, while "gets inside your brain" has an air of informality and invasiveness to highlight the remarkable (omniscient) influence the game has on readers' lives. This sense of omniscience is reinforced through the second person "your" in the title and the frequent imperatives later in the text that address readers directly and commandingly. More importantly, a unique blend of didactic and informal and informal and serious didactic approach is what this title promises to readers and what makes the article seem unique and worthy of further reading.

The writer expounds on Pokemon Go's ubiquity through the introduction which is declarative and attention-grabbing. Four instances of hypophora are

used in the opening paragraph, the first of which generalises how readers definitely have the "fever" for Pokemon Go, to almost put words in the readers' mouth and suggest an almost universal agreement to Pokemon Go's influence. The colloquial "oh yeah" and the puns involving "Charizard" and other Pokemon characters establish a rapport with a youthful audience well-versed in a game-related lexicon. The italicized "gotta catch 'em all" ~~p refers~~ emphasizes Pokemon's slogan to ~~instill channel~~ channel into readers a sense of excitement to prepare readers for the text's analysis behind the reasons for this excitement.

Secondly, this commentary analyses the persuasive argument of the ~~rest of the main text~~ rest of the text.

∧ The ~~main text~~ divides itself into ~~four~~ three sections, primarily Pokemon's popularity, and then its achievement-based system of play and its immersion into real life ~~as~~ as ~~both~~ explanatory reasons behind its popularity. Thus, the text's argument is cogent, organized, and compelling to readers.

The ~~First, the~~ text switches its tone to a more informative, factual tone in the second and third ~~sections~~ paragraphs ~~to touch~~ substantiate the excitement felt in the first paragraph. Evidence and statistics ~~going by~~ given by a slew of renowned technology ~~websites~~ sources like "Android and iPhone stores", "Niantic and", "Tech Crunch" and "Similarweb" ~~reads~~ indicate an impartial recognition of Pokemon Go's popularity and builds up curiosity in reader who wish to discover the reasons behind the popularity. "7.5 million" downloads and "43 minutes" a day are ~~shockingly~~ shocking statistics that justify the short clause "Americans are ~~obsessed~~ obsessed". ~~that~~ Thus the writer ∧ admits this scale of influence in a short, punchy manner that has a strong ~~icy~~ persuasive effect on readers.

~~Subsequently~~ ~~aims to~~ uses scientific ~~analysis~~ to ~~Secondly Second~~, the text explores ∧ the two key reason behind the success : real-world ~~immersion~~ and achievements. By ~~to you~~ making 3 three asyndetically statements "Pokemon Go is a video ... fun things", ~~but~~ intriadic structure ~~and~~ then using the oppositional conjunction "but", the text highlights that Pokemon Go is not merely a passing trend but a work of genius in game design, backed by the heritage of "20 years" and its previously ~~successful~~ successful "formula". This is the text's key ~~only~~ reference to older, loyal pokemon fans, and presents the alienation of a large demographic group.
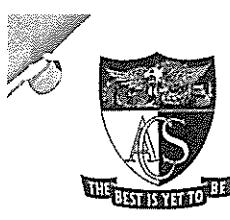
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In the fourth paragraph, the ~~provider~~ source of the text's scientific claims ~~are~~ is revealed to be a "psychologist and author" and a "game analytics consultancy", which are sources with considerable expertise in game design. This lends extrinsic credibility to the text and reassures readers. Although ~~the~~ six key aspects are asyndetically listed by Quantic Foundry, the online article immediately chooses to narrow the text's scope to "that last one": achievement experiency. This is appropriate for this online article, which has no subheadings and cannot be too long without losing readers' attention. The imperative verb "dwell" is commanding and alerts readers that the "psychological" analysis is about to begin, and later, the short ~~sentence~~ hook clause "think about it" harnesses the short attention span of online readers to keep them hooked.

The writers spends three paragraphs discussing the appeal of achievements, each paragraph opening with a succinct thesis statement that prepares readers for the contents of the paragraph and makes the text more organised. These thesis statements are factual and expressed ~~and~~ with a confident tone, by asserting ~~that~~ that the achievements have a "strong" draw, is the "core" of the game and used by "many" other games. Combined with the credibility of the source, readers are likely to accept these prepositions, thus fulfilling the text's purpose as an explanatory article. ~~The~~ Citing the journal "computers in Human ~~Behavior~~ and ~~making a reference to other popular games~~ "world of warcraft" and resonates ~~with the youthful~~ adds further credibility, while the references to "World of Warcraft" and the buzzing of the fitness tracker would likely resonate with a youthful target audience by connecting the Pokemon-Go experience with his or her other experiences in gaming and fitness, thus making the argument more relatable ~~relatable~~ and cogent.

In the final four paragraphs
The writer then moves on to highlight the final defining trait of Pokemon: its immersion into daily life. ~~It is portrait~~ The readers' mind

is ~~prepared~~ for this argument already prepared from the previous statement "layers of real world interactivity" in paragraph three, and the rest of this text ~~expands~~ expounds on this claim. The phrase "that could describe any pokemon game" ~~not only~~ establishes a sense of novelty not ~~just in the~~ merely, among other games ~~but~~ within the Pokemon franchise itself, also subtly hinting that Pokemon Go has more to offer than simply achievements, ~~thus~~ impressing the reader. By ~~lauding~~ touting the "augmented reality" as a "key to ~~the~~ a whole new market of games", Pokemon Go is portrayed as something innovative, ground-breaking, ~~unique~~ revolutionary and "unique", and readers will appreciate how its pushing of gaming boundaries ~~although~~ is a key reason why it "gets inside (his or her) brain". The text reminds readers of the ~~imp~~ large role "walking around" plays in their lives and also "long (human) history", ~~where~~ while the three questions "Have any friends... Catching insects?" are almost rhetorical to accentuate the fact ~~that~~ Pokemon Go has created a very relevant new market of games. ~~The~~ Finally, the text claims that pokemon's ~~immersive~~ immersiveness is on par with "psychological conditioning", affecting readers not only in the game but also passively when the phone vibrates in one's pocket. Here, the second person perspective is used to great effect as the reader recalls "running across four lanes of traffic" or "pass(ing) near a Pokémon, gym, or Pokéstop", encouraging readers to recall personal experiences and ~~two~~ ~~a~~ agree with the text's claims.

Thirdly, This analysis will now move on to the ~~non-textual~~ ~~splitting~~ stylistic features of ~~the~~ ~~text~~ unique to the text type of an online portal. First, the banner of "wired.com" is located at the top of the text in vibrant yellow, ~~that~~ that gives a warm feel to readers. The other categories such as "business", "culture" and "gear" and the symbol of the magnifying glass for readers to search specifically into key words ~~is typ~~ helps to lead readers to "wired.com"'s other posts conveniently. A small phone advertisement is seen just below the banner, which is typical of online websites who use advertisements to gain revenue. The byline just above the title is also very informative; even telling the exact time, "9:08 AM" of publication. This differentiates this source from print newspapers. ~~but it~~
online

The main body of the text is typed in a small, black serif font which is much smaller than the title to create distinction and contrast. It is also typed in a single-column to make it user-friendly for online readers who scroll down

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if the words are in double-column

the page to read, and do not have to scroll back up. However, because many online readers have a short attention span, the text could have also used subheadings for readers to read the text selectively, especially since the actual explanation of Pokemon Go's psychological effects is deliberately withheld till the fourth paragraph.

A video is also playable just below the title for online viewers to have a more engaging experience discovering about Pokemon Go. This is a key advantage of online portals which enable multiple mediums and platforms for the absorption of information. A screenshot of the video shows four young people in a circle, one of which is probably playing Pokemon Go, thus, linking with the subject matter and target audience of the text.

Finally, a capitalized, bold option to "SHARE" the text through online platforms such as Twitter or Facebook is a salient call for viewers to spread the article if they had enjoyed it, thus increasing the viewership of the website and allowing the website to gain more revenue. Furthermore, hyperlinks are clearly clearly seen in the main text five times, to presumably link readers to other articles within wired.com or the websites of James Madigan or Quantic Foundry, making it accessible for readers to conduct further reading into the person or subject of interest. Readers may also choose to "SUBCRIBE" to wired.com if interested, as seen in the banner.

In conclusion, this online portal has adhered closely to its key textual conventions. It offers a unique blend of pop-culture and science to resonate well with its target audience of young, active gaming enthusiasts. Its primarily declarative tone and structured, logical argument presentation would likely be effective in engaging other readers from other demographic groups.

Conclusion

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Good, clear intro

This text is a feature article titled "The psychology of How Pokémon Go Gets Inside Your Brain", from the online portal wired.com. The intended audience of this article would be regular readers and visitors of the online portal wired.com, as well as other individuals interested in the areas of science and technology, or are avid fans of the mobile application 'Pokémon Go' and have stumbled across this article while surfing the internet. The article is written by Nick Stockton. It aims to inform and persuade its global audience on the reasons behind the immense popularity of Pokémon Go, and to provide the scientific theory — the "psychology", as the title suggests — behind the game. This article is written in a modern-day context, published on July 12, 2016, in light of the widespread popularity of the mobile game since its release early July. The article hence seeks to explore the reasons behind its overwhelming success, using science to explain these reasons.

Firstly, the top of the webpage features a yellow tile, with the logo of the portal "WIRED" on the left, the title of the feature article in the middle, and a "subscribe" button and search function at on the right. There are also tabs on various sections of articles such as "business", "culture" and "science". All these features adhere to the typical conventions of an online portal or website. The logo "WIRED" establishes the branding and identity of the online portal immediately, while the "subscribe" button allows visitors to the site to easily subscribe to the portal and its content, allow wired.com to further expand its viewership and audience base. The search function, symbolized by a magnifying glass, allows readers to search for articles based on their keywords, allowing them easier access to their desired online content, hence providing a user-friendly, interactive interface to facilitate the reader's experience on the site.

by-line

The article then presents the name of the author of the article, Nick

Stot Stockton, as well as other pieces of information conventionally found in an online articles such as the date and time of publication, "07.12.16 9:00 am". It also states the category under which the article is classified, "Science". The left-hand panel beside the title contains the word "SHARE", in a capitalised serif font. The use of this imperative prompts readers of the article to "share" the article on their social media platforms. The widgets of popular social media platforms Facebook and Twitter are also included, as well as their respective share counts to allow readers to share this article online. This allows wired.com to expand its readership and audience base.

The title of the article reads, "The Psychology of How Pokémon Go Gets Inside Your Brain". The large, capitalised serif font immediately draws the reader's attention to the article, keeping him engaged. The title also addresses the reader directly with the use of the second person pronoun "you", allowing a greater sense of personal engagement with the reader. The title encapsulates the entire premise of the article very succinctly — Stockton aims to explore scientific theories that explain the overwhelming popularity behind Pokémon Go. The video game is described to "(get) inside your brain"; this personification further establishes the notion of how Pokémon Go has appeared to captivate so many people, akin to "getting inside" their brains. This establishes the extent of the popularity of the game, and provokes the reader to want to find out more about the article. The phrase "The psychology behind..." implies the use of scientific theories or explanations to justify the reasons for Pokémon Go's runaway success story, providing a logical aspect to the article.

Stock A video is attached before the start of the article proper, with the screengrab showing a typical scene of players of the game standing together, playing it. The use of additional interactive digital content is particularly apt given its online audience and its genre as an online article, allowing the readers to be better engaged with the content in the article and on the side. This is a very effective utilisation of the digital aspect of content in the article. As Stockton begins the article by posing a rhetorical question, "Have you got the fever?", proceeding to then immediately answer it, "Oh yeah. you've got the fever". The "fever" here refers to the almost obsessive hysteria and popularity surrounding the game. The

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use of a rhetorical question to begin her article immediately probes the reader, provoking him to think about the immense popularity of the game, and whether he is a participant of this "fever". This engages the reader, allowing him to want to read on. The use of the phrase "oh yeah" depicts an informal / conversational tone, through which Stockton starts her article. It is almost as if Stockton is directly conversing with the reader in the first paragraph, allowing the reader to be better engaged with the article. The declarative statement "Oh yeah, you've got the 'fever'" further emphasises how widespread the popularity of the game has become, where almost everyone is assumed to be playing it. This can also be seen when Stockton writes, "you are feeling it", again asserting this notion. Stockton also use incorporates several witty poi double ent play on words regarding Pokémon Go's most famous "Pokémon" characters, "Charizard? Char-war-easy", referring to the "ease" of "catching" a relatively "rare" Pokémon". This he him inserts humour into his writing, allowing the article to be more engaging. He ends the first paragraph with Pokémon's famous slogan in italics, "Gotta catch 'em all!" This cements the subject matter of his article, with a clear, distinct reference to the game in, allowing even readers who may not have played the game to get a better understanding of the background.

   Stockton then discusses the game's immense popularity and its background. He provides several statistics such as "TechCrunch reported ... that Pokémon Go has been downloaded 7.5 million times since its debut", and a "users are logging an average of 43 minutes each day". The use of statistics provides logical backing to the game's overwhelming popularity, lending credibility of Stockton's article. There are hyperlinks embedded in the respective statistics, as in the rest of the article as well, a key convention of online articles. This allows readers to access further information on articles on such specific statistics, enhancing their literature experience and accessibility of content on the site. He summarises the game's popularity with a short sentence "simply put, Americans are obsessed". It is short and

direct, encapsulating but the success of Pokémon Go and its succinctly. ✓ He uses a sentence containing a series of clauses. "Pokémon Go is a video game, video gamers are fun, people like to do fun things". The successive listing of these three clauses shows the logical flow behind the perceived popularity of the mobile game, further strengthening Stockton's arguments in the article. However, he immediately counters with a negative conjunction "but" — "But, Pokémon is different", due to its "layer of real world interactivity". This sets the mobile game far apart from other games, presenting it as distinct and "different".

Learn proper transition words.

Stockton ~~connects to~~ introduces the next idea of the article on the motivations of people playing the mobile game, with a depiction of a typical example of "people [playing" video games for different reasons" — "You like RPGs while your sister is gung-ho for first person shooters". This ~~typical~~ example allows readers to better identify with ~~the~~ Stockton's arguments, increasing engagement. The use of direct quotes from Jamie Madigan — "There has been some research around motivation to play games ..." adds to the credibility of the article, providing evidence and corroboration of the arguments posited by Stockton in the article. This allows the reader to be better convinced of Stockton's arguments. Madigan's ~~credit~~ or profession as a "psychologist and author of Psychology of Games.com" further adds to his credibility, and by extension that of the article. The use of subject-specific text in ~~the field~~ this particular topic can also be seen: "six core motivations a: action, social ~~uses~~ experiences, mastery ..." This ~~allows~~ gives the article a more formal ~~tone~~ and informative tone, strengthening its premise of "proving" the popularity of Pokémon Go through psychology and science.

Stockton uses an example of ~~an~~ another game, "World of Warcraft", and a scientific study "published in the journal Computers in Human Behavior" to best illustrate his ~~a~~ argument that video-game achievements — the presence of "trophies" — at cause players to be better engaged with the game. Particularly, the use of scientific journals and studies once again reiterate the notion that such arguments are based on concrete evidence and scientific research. This provides greater logical support for Stockton's arguments, hence further persuading the reader more convincingly. The ~~"achievement"~~ "strong" in "draw of these achievements is strong" is italicised, to further ~~goes~~ emphasise the extent ~~of~~ to which such "achievements" affect

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the popularity of the game.

Stockton uses imperative verbs in addressing the reader, such as "Think about it", challenging the reader to think about the validity of his arguments. This direct address allows the reader to once again be continually engaged with the article. This also provides a delicate balance between Stockton's conversational and formal tones both within the article, allowing it to be informative as a feature article but remain reader-friendly. He also writes, "Pokémon Go could change the way we walk around"; such a bold, declarative statement seeks to highlight the extent of to which the got application has been a ~~r~~ game changer ~~in it~~ in the world of mobile games.

The balance between conversational and formal tones can also be seen with Stockton's careful but engaging injection of humour into the article. He writes, "Human beings have a long history of being obsessed with achieving things while they are walking around". This humorous comment allows the article to remain conversational and friendly. The use of listing of various "activities" — "Have any friends who are into birdwatching? Frisbee golf? Catchy ~~cards~~" ~~allows reader~~ — as examples allows reader a better idea of Stockton's argument. He effortlessly connects to the ~~a~~ separate idea of an "augmented reality" with the sentence "Or perhaps geocaching, or the best analogy" ~~about~~, facilitating the logical flow of the various arguments in the article. This technique ~~has been seen~~ throughout his article with phrases and ^short, ~~varenting~~ sentences such as "which is not totally surprising" (2nd paragraph). This allows the article to flow better in terms of logic and arguments.

Stockton ends the article with a tongue-in-cheek, humorous comment, "which is doubt certainly, but maybe you could use an excuse to get up and go for a walk", concluding the article succinctly by reemphasising ~~the root~~ his proposed notion behind the popularity of Pokémon Go - the element of augmented reality.

In conclusion, Stockton has made effective use of linguistic and stylistic features to explore the popularity behind Pokémon Go, successfully interweaving an informative element of the "psychology" and scientific backing he behind it, with a conversational, friendly tone.

— A very comprehensive & perceptive analysis provided of both typographical & linguistic features.

Good

— Do learn proper transition words & link para points to the main purpose of the article.