

The Text is an internet advertisement for a holiday spot and its purpose is to persuade the reader to celebrate their holiday in Antigua or Barbuda. The text is intended for richer people looking for a unique holiday spot and this becomes clear in the following phrases. Upscale resorts for the very rich” and “the Tony K club that serves the rich and famous” In order to be more persuasive the advertisement includes photos of the accommodations and attractions on the islands. All the people pictured are different from each other showing the reader that anyone can go to the islands, if it is in their budget, that it is for everyone, not only for a specific age group or gender. He or she would be welcome in Barbuda or Antigua. Also the sentence “age, sex, ethnicity “...of many stripes” reinforces this feeling.

The enumeration at the top of the text is in larger type and is in a different color than the rest of the text. These four words immediately catch your eye. If the reader likes beaches and luxury Antigua and Barbuda are the best places to go and the alliteration beaches, beaches, beaches again persuades the reader by reinforcing the theme of the text. Phrases such as undulating fields of grass, winding roads lined by pineapple fields and superlatives such as “best known” , “largest and most developed” and the use of the number 365 in describing the beaches all add to the appeal of the islands. The text is divided into clear paragraphs which makes for easier skimming and everything that is related is together making the text easier to read. How you should spend your vacation/holiday? This is evident in words such as tourist destination, hotels, etc. In order to convince the reader the advertisement has to leave the reader with the desired feelings and emotions after reading this is accomplished by the use of descriptive words and phrases like, beautiful pure fun, infectious dance music, resort, rich and famous which set the tone and the reader could be captivated.

The background of the text is blue. The blue being the color of the sea and therefore indirectly connected to the sea contributing to the overall image. The background contains no larger picture and there is an effective use of white space to keep the reader focused on the important information. The advertisement contains a short piece of information on both islands to compare the two versions of paradise. Example: “Antigua is “the largest and most developed tourist destination” and “Barbuda is wild, wooly and barely inhabited”. There is a contrast between the islands to arouse the curiosity of the reader and to again show that there is something for everyone. The idea that two islands so different from each other can exist so close together providing such a varied selection of landscape and attractions giving the vacationer lots of choices is almost irresistible. The reader will feel the possibility to do whatever he or she wants. The site also uses a lot of natural, warm and relaxing colors contributing to the relaxed holiday feel.

Sometimes the advertisement uses long sentences and facts to give the feel of being informational not only advertising. Because of it being a website the structure is also different in that it has pictures that function as links both at the bottom and top of the page. The fact that the text at times directly refers to the picture and further information can be gained by accessing one of the links is convenient for the reader. The images support the text very well and provides great visual support to involve the reader. In the third paragraph the advertisement includes a phrase (rugged mountain peaks ideal for island overviews) and above the text a photo has been placed with a link for overviews. The reader can directly access the photos and if they find them attractive find even more reason to go there on vacation. The fourth picture shows a man surrounded by other people while swimming/standing in what appears to be the sea with a huge fish in his hands. He appears very

happy and seems to be having fun. This shot illustrates to the reader that its probably very special to be there and the reader would probably like to go there as well.

The pictures at the bottom of the text show various attractions to be found on the islands. The bird pictured has been mentioned in the text “... majestic frigate birds” The attractions are not only described to the reader but seen as well. If you read about it, then see it as well it creates a longer lasting image and thus more involvement by the reader, this is of course the intention of the advertisement. The writer also lists a lot of the attractions on the islands for example the historical sites, but also the beaches and mountain peaks with beautiful island overviews. One of these has to fit the readers interests and help to persuade him/her to go.

After reading this advertisement and looking through the information, then accessing the links to view all the great things to see do, I would probably choose to go on this holiday if it were in my budget. The descriptions of the islands attractions and the use of photos combined with the links made me feel as if it would be the perfect holiday destination. The feeling that the islands had something for everyone and that there were lots of choices from “wild and wooly” to the luxury of upscale resorts closed the deal.