

Arcadia (1)

Authors use advertisements as a medium through which they can draw in the reader. Arcadia is a type of novel, ~~which~~ written by Iain Pears, which is being advertised as ~~an~~ an interactive video game. This innovative idea, likely written for ~~you~~ a younger demographic, is cast as a fun, exciting and innovative new way to experience fiction. The author is explicitly attempting to encourage readers to download the free interactive application on their mobile devices. Implicitly, by engaging the reader, the author attempts to incentivise the reader to purchase in-app content. Tone use is an important aspect of this text, as it must captivate the reader in an imaginary world. Moreover, ~~the~~ descriptive imagery aids the tone in painting an image in the readers' minds. Finally, being an ~~website~~ online advertisement, structure and placement, combined with reader interactivity is crucial in accurately depicting the author's message.

Authors prioritise their use of tone as a stylistic choice in advertisements in order to captivate the reader. In the Arcadia advertisement, the author uses a curious and suspenseful tonality to encourage the reader to download the application. This is first seen in the beginning three lines, where bold and short sentences build up suspense ~~for~~ for what is to come. This is further backed by the rhetorical question, ~~following the~~ "Or the past?," following the em-dash in the third sentence. ~~The~~ The rhetorical question builds suspense by

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implicitly asking the reader to find out the answer. Like with the use of rhetorical questions in most texts, this has a compelling effect on the reader, likely increasing viewer retention. ~~with~~ This becomes most important with the target ~~per~~ audience of younger viewers who have lower retention rates, and require increased stimulus to remain excited. ~~The~~ The curious tone is further backed by the use of an image, which stands out through the white bezel of the phone. ~~The~~ Slightly ajar doors are common symbolism of the unknown and adventure. In the case of the Arcadia advertisement, this is implicitly asking the reader to continue reading in order to find out more about what may exist behind the door. In the wider body of the advertisement, the author purposefully incorporates ~~a~~ vague language into his text to emphasise the suspenseful and curious tone. Again ~~ellipses~~ ellipses slow down the reader's speed, and builds upon the aforementioned tone. For example, the statement "- with potentially devastating consequences" is ~~an example of~~ representative of the vague tone in the text. The word "potentially" ~~similarity~~ has a similar effect as the image of the door above, as it symbolises what is left to be discovered by the reader, hence encouraging them to continue reading. Tone, therefore, is a crucial element of the advertisement as it increases viewer retention, hence leading to the ultimate ~~goal~~ goal of app download.

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Advertisements often have high levels of description and visual stimulus in order to properly convey a ~~message to it~~ call to action to the reader. ~~Arcadia~~ The Arcadia advertisement is rich with such imagery as it attempts to transport the reader into a fictional world. The line "in the basement of a professor's house in Oxford," is an example of how much detail the author is willing to go into as to have the aforementioned effect ~~on~~ on the reader. The symbolism of a "professor's house" ~~indicates~~ ~~a~~ conveys context through descriptive language, yet also leaves much to be desired in terms of fictional content, which will encourage the reader to download the application for themselves. On the second page, the tree stills in a grid-like structure describe ~~to~~ the application in an engaging way, keeping in mind the intended audience of younger people. The screenshots have been carefully chosen to depict three specific ~~selling~~ selling points of the application: "The Story", "The Journey", and "The Adventure". Not only ~~do~~ ~~the~~ do these three features ^{and} ~~like~~ nicely with the images, but they also connote excitement. Such excitement is what the author is attempting to convey to the reader, who might not enjoy the traditional methods of reading. Another selling point of the application is that of ~~choosing~~ choosing your own adventure. This is explicitly ~~introduced~~ introduced by the line "ten characters. Three worlds. Hundreds of paths to explore" on the second page.

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This not only denotes a vast amount of ~~exp~~ fun opportunities, but also is an avenue through which the reader can be called to action. The use of the verb "to explore" gives the reader agency to take control over their own story, hence highlighting the overall purpose of this application. ~~the~~ Finally, the use of personal pronouns from Pears' quote, "I wanted to... I wanted to" ~~is~~ creates ethos as the reader can relate to the author. Furthermore, direct address of the reader in the lines "give you the freedom" and "your own way" ~~describe the vast opportunity~~ call the reader to action, and persuaded them to download the application.

~~And~~ Structure is an integral ~~feature~~ feature of an advertisement as it can define how the reader perceives a message. ~~in the~~ ~~Arcadia~~ The use of a website medium for the Arcadia ~~advertisement~~ advertisement gives the author much flexibility in how to convey the message to the reader through interaction. The prominent title and author name, "~~Arcadia~~ ARCADIA" and "IAN PEARS" entice the reader to view the text. The golden colour scheme may also contribute an innovative, new feel, which is symbolic of the innovative application which has been developed. Furthermore, the use of ~~whitespace~~ capital letters creates urgency in the message being conveyed. Behind the text, a dark background was also used to make the text stand out, thereby efficiently conveying required information to the

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reader. In addition, white space is prominent around the images and the text. Not only does this embrace the minimalist approach that is symbolic of modern technology and innovation, but it also ~~significantly~~ significantly simplifies the reader's reading path. The entire advertisement, bar the ~~grid~~ grid-style stills on page two, embraces the minimalist approach that was mentioned previously. Such reading paths amplify the primary purpose of ~~set~~ encouraging app downloads because the reader has no choice but to focus on the prominent large "Download the app for free now" button, which is centred in the page. Like with the title, a similar colour scheme is used to increase familiarity and make the button stand out. Furthermore, the language on the button is high modal and persuasive in that words like "Download" and "now" are powerful calls to action. The ~~word~~ word "free" also has various positive connotations ~~among the~~ within the target audience of younger people. Underneath the button, the secondary purpose, to encourage "in-app ~~for~~ purchases", is explicitly stated. In this case, "in-app purchases" are accompanied by a negative ~~for~~ connotation which may often dissuade the reader. However, this explicit mention is positioned so that it can quickly be read over. In the meantime, the previously mentioned descriptive imagery and tone works to encourage that same secondary purpose. For these reasons, ~~the~~ the use of structure is self-evident in its usefulness.

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Within advertisements, particularly those in websites.

~~Authors~~ In the ~~text~~ advertisement, Arcadia, the author attempts to draw in the reader to ~~the~~ download the free application. He also implicitly tries to encourage that some reader to become engaged within the fictional world, and purchase in-app content. Tone is a crucial component in achieving both purposes, as it influences the reader in a way in which they may be transported to the fictional world. ~~the~~ Furthermore, descriptive visual imagery in both the text and images plays an important role in persuading the reader to download the application as they are captivated in the ~~a~~ narrative. Finally, in the advertisement, structure and placement of various features such as the download button. ~~both~~ ~~explicitly~~ help ~~exp~~ implicitly and ~~e~~ explicitly achieve the purposes. ~~the~~ Hence, these features combine to make ~~a~~ a fun and engaging advertisement, helping persuade ~~to~~ the reader to complete an action.