Initial Observations of References:

<u>Reference one:</u> displays four devices that integrate hardware and software in order to monitor health and apps. All begin with 'smart', emphasizing the technological capabilities

1st device: Smart health Monitor. The primary function of the smart health monitor is to monitor the heart rate (measuring your pulse). It employ's a clear and direct tone, communicating with imperatives (direct instructions). Direct instructions (page 1) and questions (page 2). The terminology, the graph below, and the overall GUI, enhances the credibility of the product.

It also employs a cautionary tone, sending an alarming and direct message. The bright red employs colour psychology as it is associated with warning and danger, used to inform the reader about the health risks. The specification of the units is measured in rather than just stating the health hazard builds credibility. The medical jargon also enhances credibility.

2nd device: Smart watch. Monitors height rate by measuring the pulse through your wrist (watch). Measures the steps taken, calories burnt, sleep, and other values that are values derived from other parameters such as body battery (%), and stress level (%). (page 1). The software has videos, and articles, that are built around motivating the consumer, hence the target audience can be inferred to be people who lack motivation, but are trying to get into shape. It also has an external coach for people who require extra help, while adding a personalising the experience. Alliteration: Maximising Motivation, in order to increase engagement and build excitement. There are visual cues for visual learners.

There are challenges once again for people who may lack motivation. It uses a play on words in order to engage the consumer. 'Higher Further Faster' evokes the Olympic motto, and creates a sense of athletic achievement. Monthly warrior and 30 day hitter, rewards consistency, and recognises the consumers effort and persistence, further increasing engagement. Super strength and sleeping sloth employ sibilance, by using two words that are associated with each other.

3rd device: Smart glucose monitor. Smart glucose monitor device is attached to the arm, sending signals to your phone. The app informs the user when their sugar levels are low. The visual cue of a juice box informs them indirectly of what they need to do. 'Alert', 'You need a boost' in red is direct once again colour psychology. The juice box is a metaphor for a boost in energy. (page 1)

The next two pages employ lots of graphical evidence, in order to build credibility. The first horizontal bar graph shows the users weekly glucose report, through which the user can accordingly take the required action. The line graph displays the reports of the bar graph in graphical form, so that it can be visualised, with clear distinction of median (50%), upper and lower quartiles (25-75%), and maximum and minimum glucose values (mmol/L). Similar to the smart health monitor provides units in order for standardisation and credibility.

4th device: Smart scales: The weighing scale signals the weight to the device, so that the user can further analyse their weight and delve into the more intricate metrics. It shows the weight big and bold, to highlight the primary function of a weighing scale. It conveniently

has the option to switch from kilograms to pounds, and also has a user profile in the top light, in order to maximise personalisation and engagement.

The second page shows histograms and reports based on body fat and weight, over the past month. Hence, it can be inferred that the users are people trying to lose/gain weight and want to monitor their weight.

Third page goes into even more intricate metrics, as it divides the weight into subgroups, such as fat muscle, and water, and highlights which ones are low, proper, or high. The text is short the purpose is for one quick use and glance of the statistics by the reader.

Reference two: Informs about data privacy risks, when using these smart devices to monitor health, and certain precautions that could be taken to stop the spread of personal information.

Reference two is multimodal video text that uses images, graphics, music and narration to convey the point to the viewer.

Many health related apps require personal user information in order to track and report progress. This is why privacy policies were put in place to protect users from unknowingly sharing their data. However, now they give cooperations more right to data. As users unknowingly agree to terms of service, as they are in a haste to access the features and services of the app.

The text juxtaposes the easy and user-friendly interface of the mobile app itself with the often difficult and non-user-friendly process of understanding and modifying the terms of service to protect personal data.

The rhetorical question "Do you have any control over your privacy?" directly engages the reader and prompts reflection on the issue.

Furthermore, the text consistently communicates its points in a direct and assertive tone, employing logos by maintaining its logical and informative tone, by making strong claims about the state of user privacy in mobile applications. This carries on when discussing the risks of sharing data, as even after deleting an account on a mobile app, the data might still be there, and companies can know where you are in real time, which could be used for targeted marketing, resulting in a loss of privacy, and in the worst case, identity theft.

It ends with a cautionary remark: "It's important to be careful about what you post online because it could end up anywhere, even if you set your privacy settings to limit who can see your posts."

Reference three: A wide range of perspectives on data collection. As they discuss their experiences, their knowledge and their opinions on data privacy and collection.

App Developer: The app develop emphasizes the business value of data collection, because that is the field that she works in. She states that the data is not used for malicious purposes, but to rather enhance the user experience, and to provide more tailored marketing to clients . There are certain elements of ethos employed to build credibility, as her profession and close ties to the field increase credibility.

Teenage User: The teenage user recognises the utility and convenience of data collection. The first device that the student discusses, is the location tracker that he uses for his parents to know where he is. The second device is the heart rate monitor that he uses for sports. He notices the targeted advertising that he receives and feels that technology is 'smart'. His tone seems oblivious to the certain privacy threats that come with using such products. Location data can be used to market local products, and health data can be sold to large firms that may misuse data.

Senior User: The senior user focuses on the improved health management of the devices. The user states that despite being nervous and sceptical in the beginning it turned out really well. Thus, employing pathos as he uses his initial hesitation , and current better quality of life in order to emotionally persuade the user, and highlight the utility of the product. Lastly, the user highlights how the data is conveniently shared with his doctor, in order to factor in their input, and properly use the data for even more medical assistance.

Medical Professional: The medical professional's points are closely linked with the senior user as it follows the senior user. The medical professional highlights the convenience of tracking a patients health data, without needing to consult them or carry any tests. The professional mentions the consultancy of an external IT firm in order to use data, indicates awareness of technical and security aspects of data sharing.

Reference four: The reference clearly distinguishes different types of journalistic texts and highlights their motives whether it be to inform or persuade.

Advertisement: As per the reference, an advertisement is displayed publicly to promote a certain product, service or event. If often uses persuasive techniques, images and sounds to appeal to our senses, employing customer psychology tactics, with the motive to persuade the viewer, to engage with/buy/use a certain product/service/event. They may do so, by emotion appeal, celebrity endorsement, or interesting sounds/visuals. They can employ either ethos, pathos, or logos, depends on the specific product/service they are trying to sell, all in order to persuade the consumer. Opinion piece: An opinion piece is defined as a text in which an author writes about a controversial issue, which may be a sensitive topic for certain subgroups, and give their point of view on it. It is phrased in a manner such that, the reader shares the same perspective on the issue after reading it. They often employ ethos, pathos, and logos together. They may employ pathos in their emotive language or in certain anecdotes (personal stories), ethos by using facts and statistics to sway the readers opinion, and logos by the logic behind their points, all in order to persuade the reader.

Impartial News: Is defined as a news article that does not favour any side, pitching in perspectives from all sides, for the reader to make up their own mind. It uses clear and impartial language, with an object tone and clear structure, all in order to inform the reader.

Explainer: Defined as a text whose purpose is to explain the facts of a topic, event or concept. Rather than explaining an event and displaying all sides of the argument like an impartial news article. An explainer states all the facts, figures, and key actions that led to the event. In order to present the facts it may use analogy and imagery, and in order to build

credibility, it regularly employs ethos, by providing facts and statistics, all in order to inform the reader.

Reference five: An advertising campaign for a smart weighing scale.
The advertisement begins with a person narrating Neil Armstrong's famous quote after stepping foot on moon 'One small step for man, one giant leap for mankind'. This creates a sense of significance and aspiration. It creates an analogy between taking a step on a weighing scale and taking a step on moon, connecting them both with the theme of progress, be it for mankind or for oneself.
The repetition of 'one small step', under the jingle, emphasizes the idea of significant achievement behind one small step. The jingle and the quote brings memorability and creates brand identity. It also conveys a motivational message: "Even the biggest dreams start with one small step" and "All it takes is one small step for you to reach your goals", offering encouragement and breaking down large aspirations into one small step.
Stepping on the moon is not only an analogy for stepping on a scale, but stepping on a scale is also a symbol of beginning to change.
Across the advert, the tone is positive, motivating, and determined, and the background visuals of people exercising not only motivates the viewer, but the positive affirmations shown by the scale, also builds excitement and encouragement.
The poster is also linked to the advert, as the slogan and tagline is on it "Even the biggest dreams start with one small step". The turquoise colour theme represents health, freshness, and progress. While the milestones on the app screen are friendly and motivating.