

Promotional Blog and Video Analysis KEY

Suggested Answers:

Blog

| Descriptive language | Verb forms/types | Other persuasive mechanisms (music, imagery) |
|---|--|--|
| <p>“Running was my meditation; it was my escape” (Metaphor)</p> <p>“Pacific Northwest Wonderland”</p> <p>“thick, green forested hillsides”</p> <p>“overwhelming”</p> <p>“slow and horrific”</p> <p>“alive and thriving”</p> | <p>“The life that I despised” (narrative)</p> <p>“ran the hell out of that marathon” (narrative)</p> <p>“weakened...running through my veins” (narrative)</p> <p>“I was going to live” (narrative)</p> <p><i>“the Casual Runner Team wants to hear from you. If you liked Ryan’s First Mile story, have any questions to ask the Team, or want to share your own story, please leave a comment below or email us using the link below. Please be sure to like us on Facebook, follow us on Twitter, and subscribe to our YouTube channel so you will learn about all of our great new content. See you out on the running trails!”</i> (familiar commands)</p> | <p>Photographs</p> <p>Title</p> |

Video

| Descriptive language | Verb forms/types | Other persuasive mechanisms (music, imagery) |
|---|---|---|
| <p>“Best”</p> <p>“Brilliance”</p> <p>“Incredible diligence”</p> <p>“Purity of intention”</p> <p>“It’s like pressing the pause button” (simile)</p> <p>“The human race” (pun)</p> <p>“the one way”</p> | <p>“If we’re not competing, we’re not doing our best. That’s what competition is all about” (declarative)</p> <p>Save my life (declarative)</p> <p>Share yours (familiar command)</p> | <p>Testimonials</p> <p>Music</p> <p>Images of corporate achievement</p> |

