

# Direct Address



# Introduction

The purpose of this PowerPoint is to introduce the use of direct address as a language technique.

By the end of this PowerPoint you will have the knowledge and understanding of how to identify the technique within a range of texts.

**When completing any form of writing activity for functional skills, try to apply the technique you've learned.**

# Learning outcomes

- To define the term 'direct address'
- To develop knowledge and understanding of the language technique

# Definition

**What does 'direct address' mean to you?**

If you are not sure, find an online source to help you.

# Direct address is ...

*when the writer involves the reader by relating the subject to their lives.*

*For example,*

'How do you eat yours?'



*'How do you eat yours?' was a successful marketing campaign for Cadbury's Creme Egg for years.*

*The advert appeals to **you** directly by using 'you' and 'yours'.*

# You

**You** is a personal pronoun.

You are the **intended audience** of the advert or message.

***“A mars a day helps you work, rest and play”***

# Pronouns

A personal pronoun represents a specific person or object in a grammatical sense.

For example, I am writing to complain about ...



First person = I am

# Other personal pronouns

Personal pronouns can also be formed like this.  
It is important you understand the various forms.

I = first person (singular)

You = second person (singular)

It, she, he = third person (singular)

We = (plural)

They = (plural)



# Activity

Can you work out the personal pronouns in each sentence?

1. I would like your help, Thomas.
2. We appreciate your hard work.
3. Mrs Jamieson, this package is addressed to you.

# Direct address is often used in advertising



<http://www.chipmydog.org.uk/>



WE CALL IT VIKING VALUE, YOU'LL CALL IT BRILLIANT  
Take a look at all the inclusions on your Viking cruise ›

# What effect does direct address have?

- It enhances the interest of the reader as it directly talks with them;
- It makes the reader care about the subject matter;
- It establishes a relationship between the reader and the writer.

# Film examples



*"As for you, my galvanized friend, you want a heart."  
This sentence from The Wizard of Oz (1939)  
illustrates **direct address**. (Underwood  
Archives/Getty Images)*



*"You've been given a gift, Peter. With great power, comes great  
responsibility."  
(Cliff Robertson as Ben Parker in Spider-Man 2, 2004)*

# Activity

## How is **your** car insurance calculated?

*Refer to the Telegraph article  
provided by clicking on the link below.*

<http://www.telegraph.co.uk/cars/road-safety/how-is-car-insurance-calculated/>

Identify the key points the  
article is making?





# Exam practice

Refer to City & Guilds L2 **Social Media** paper,  
**question 4**

*Name **two** language techniques used to sell the book. Give an example of each and briefly explain how each is effective?*

***(6 marks)***

A decorative graphic at the bottom of the slide consists of several overlapping, wavy bands of color. From top to bottom, the colors are light pink, medium pink, and bright magenta, creating a sense of movement and depth.

# Exam practice (answers)

## Social Media

***Direct address to the reader:*** You will find out, help you save time

***Explanation:*** Engages the reader

***Imperative:*** Take action today

***Explanation:*** Prompts the reader to take immediate action

***Rhetorical question:*** Not quite sure what you are doing with social media?

***Explanation:*** Used to emphasis the book can support your understanding of social media.

# Exam practice

Refer to City & Guilds L2 **Noisy Office** paper,  
**question 2**

*Identify **two** language techniques that make the article more effective and provide an example of each from the text.*

***(4 marks)***

A decorative graphic at the bottom of the slide consists of overlapping, semi-transparent shapes in shades of pink, magenta, and orange, creating a wavy, abstract effect.



# Exam practice (answers)

## Noisy Office

*Direct address: Your emotional response can be even more distracting for you than the original sound.*

*Metaphor: vote with their feet*

*Imperative: hold an office meeting*

# Further reading

## 'Your Country Needs You'

It is perhaps the best known and most enduring image of the First World War: the commanding, moustached face of Lord Kitchener, his accusing, pointing finger and the urgent slogan “Your country needs YOU”.



<http://www.telegraph.co.uk/history/world-war-one/10218932/Your-Country-Needs-You-The-myth-about-the-First-World-War-poster-that-never-existed.html>