

Comparison of the two texts: "Africa - What comes to mind when you think of Africa Safaris?" - and "Hunting: the cruelty must stop!".
I will use the analyses of both texts to compare them based on various features.

The first text: Africa, has its origin on a website which ~~present~~ informs you about Safaris that can be taken in Africa.

The lay-out is important in this text, ~~because~~ because it has to gain your interest on African Safaris and ~~also~~ it also has to summarize some of the information that can be found on ~~the~~ other pages of the website.

There are also some pictures which ~~show~~ show some of the wildlife you may see when you take a Safari-trip.

The text is more informational to African Safaris as a whole, but also shows some advertisement for the company who offers these Safaris. There's a repetition of the website's address for example. ~~The questions that may rise to a reader are~~

Audience who might be interested to read this, ~~do~~ do most likely not end up on this website accidentally. They're trying to book a Safari in Africa possibly, or just looking for information about possibilities on different Safaris.

The author is therefore trying to get the reader enthusiastic about African Safaris. In order to do so, he directly speaks to you as a reader: "If you are looking for..." for example.

Also the structure in this text is very helpful for its purpose. ~~A quick look on the page gives~~ A quick look on the page gives direct information. The enumeration for example answers the bold line of which animals you can hunt for.

For me the first paragraph with many imagery language used, many enumerations of adjectives and nouns that describe the beauty of Africa, is kind of contradictory to the hunting, ~~which I feel as~~ I would not place

this beauty next to the hunting of innocent animals. The importance of professionalism is also very much emphasized. They call themselves "professional hunters" in the first place, and use long and completely detailed sentences. They also share their knowledge about the different landscapes of the different countries. ~~They~~ This is also presented very logically and easy to choose from as a reader.

The second text ~~completely~~ has a complete other purpose: ~~the~~ Hunting: the cruelty must stop! Already emphasized with bold ~~typeface~~ typeface, red ~~colours~~ colours, and an exclamation mark.

This article is I think a poster or flyer which is meant to be read and discussed as much as possible. It is part and work of an organisation who tries to stop hunting.

They introduce themselves in short direct sentences just below the title of the article. They try to ~~connect~~ with the public, and explain their focus. Example: "Like the majority of the public, we believe..." → empathize

"We have no political bias" Tries to empathize with the readers and audience too. They want to gain as many people to share their opinions as possible.

They also ask some questions in their article, trying to answer questions that may arise to ~~the~~ the readers of this article. In my opinion this really works, because it makes their points of view really easy to be understood.

This summation of points works.

The article tries to influence you informing your opinion about hunting, ~~but~~ but do not put this on front specifically, except for their title, which tries to gain your attention, and the five "wrong hunting groups". It's also informative about their way of demonstrating or actively trying to stop the hunting. This is described in the first paragraph. It shows they are demonstrating, but don't do this illegally.

or in cruel ways, for example: "lawful campaign". They also use words like 'cruel' and 'justice' more than others, in order to emphasize the cruelty of hunting and justice that they stand for.

The photograph on the right is probably also meant to gain attention, shock you in some way too. The red colour keeps returning in the whole article.

So when comparing these two texts, ~~there~~ there's no doubt there's ~~a~~ a contradiction in what the author's opinions are, ~~Also~~ Also, the obviously more activating, bright coloured article number ② has a very different ~~tone~~ tone than the more natural coloured article ①.

Article one is not asking for your opinion, or to change it, on the subject of hunting. It's just looking for new ~~people~~ people who want to join them on a Safari. Therefore they use the "positive, good" mood adjectives - which emphasize the beauty of Africa and the different safari areas. For example ~~the~~ the enumeration: "beauty, fierceness, serene silence and magnificence." The second article tries to shock you, and activate you in thinking about the cruelty of hunting.

Similarities in ~~the~~ the lay-out of the articles is however also present. The pictures that are displayed with them, are all emphasizing the words from the texts. In text ① the happy faces with guns and blue skies, in text ② they shock the audience and show little innocent animals that the audience can feel sorry for.

They both ~~put up~~ put up a questions for their readers, which is a similarity, but the short questions in text two are more persuasive, and directly answered, than the more friendly ~~question~~ question from text ①.

To summarize, make their points easier to read and understand, Both texts use a summation of points to inform the reader.

~~Both texts use language~~

In the end, both texts still have more differences and contradictions than similarities. ~~@@@@@@@@@@@@~~