

Text 8 is an advertisement by the clothing company UNIQLO. Establishing its hallmark brand as a 'life wear' brand, UNIQLO, through the advert, attempts to entertain the audience ~~there~~ through a plethora of visual and language ~~text~~ techniques. The selfless selfie project ~~there~~ is history. Where the project contends for audience to take a selfie if doing so they promise and uploading the selfie to the internet. UNIQLO also attempt the prime motive of this project is to promote ~~of~~ UNIQLO clothing to the general public to increase more sales. The ~~targeted~~ target audience of the article are identified as English audience, that is evident by the presence of use of English in advert, but also citizens within United States, France, and United Kingdom as UNIQLO alludes that this is where the project exhibition takes places.

The advert first establishes its ~~connection~~ attraction through alliteration and varying fonts in the title and lead subtitle. In ubiquitous bright cherry red, UNIQLO embellishes the title as salient ~~contrast~~ contrast with the white background. This way helps to capture the eyes of those walking past who would not normally give adverts a second look. Further to this, the alliteration 'selfish selfie' ~~at~~ fosters a sense of human familiarity, where selfie is a common vernacular adopted by everyone in the digital age, this ~~way~~ ~~indicate~~ that the lexicon 'selfie' implies that UNIQLO has taken on the technological trend, and ~~at~~ closing the emotional gap with younger audience including teenagers and middle age citizens who enjoys taking selfies. The premodification verb 'selfless' ~~targets~~ ~~the~~ ~~great~~ positions the audience to view the project as a generous generous, as if the self the post selfie is taken for purpose to help others. Perhaps here, the oxymoron selfless and selfie ~~&~~ further captivates attention and interest ~~at~~ the audience that don't come ~~on~~ ~~time~~,  
time,

journey for nonacutory attention through the  
stimulation of ~~rather~~ 'selfless selfie'. Below the  
title, the direct between "#3D selfie to inspire" may  
wants for audience to reflect on how 'selfless  
selfie' can be achieved. The protracted ~~phase~~ <sup>phase</sup> is  
preceeded with 'solving homelessness'. Through a deliberate  
difference font three messages were to handwriting  
of the people. UNIQLO creates ~~the~~ the feeling that  
'solving homeless' is a possible choice choice of selfie  
is a direct ~~or~~ effect of the selfie, ~~contributing~~  
~~to~~ the ~~issue~~ of homelessness, or positioning the  
audience to see the positive effect of selfie  
to on the lives of vulnerable. This ~~creates~~ <sup>touches</sup> a  
sense of wonder and ~~a~~ <sup>touches</sup> on the heartfelt  
empathy of audience, and by ~~for~~ homelessness.  
The <sup>unlike</sup> font ~~is~~ further illustrates that 'solving homeless'  
is achieved, and can only be done by the audience  
who ~~hand~~ holds choices to do what they want with  
the selfie. ~~Through~~ Through the appeal to empathy,  
and showing readers that they can create a  
positive impact on others through selfie, UNIQLO  
succeeds ~~in~~ the attention of audience to continue  
reading.

Transitioning from first to second person narration, the  
advertiser attempts to ~~to~~ demonstrate the ~~to~~ ~~benefit~~ ~~benefits~~  
of participating in the project. Below the subtitle,  
~~the~~ the advertiser adopts second person narration  
'you' in "give your selfie, impact lives and you could  
get a #3D selfie". The use of second person narration  
has the prosodic effect of speaking out to the audience,  
~~making~~ audience ~~aware~~ <sup>in</sup> ~~order~~ to create a sense  
that the advertiser is directly ~~referred~~ <sup>referred</sup> at the  
person reading the post at the moment. This has  
the effect of instaling ~~instaling~~ <sup>instaling</sup> a sense of  
superiority in the reader, which ~~attracts~~ <sup>attracts</sup> readers  
to further read on. Furthermore, UNIQLO's use of  
superlative 'searching for most innovative', where 'most'

helps stresses ~~the~~ UNIQLO's ideology of this project, which is to ~~help~~ practice the good cultivate the practice of giving back to society. Through the appeal of giving back and 'positively impact everyday life'; UNIQLO appears to embody the principal of benefiting the general society through both gestures and small, positive acts. This subsequently promotes UNIQLO's brand, as attracting more sales and market within the clothing industry.

Through strategic positioning of icons and text, the advert shows how simple it is to participate the project. Through the semantics 'snap, pledge and post', the UNIQLO creates a sense of ~~lighter~~ rhythm, that ~~relating~~ to the audience through the three verbs that it is 'simple' and fast. This is in parallel with the icons at the bottom of the poster, displaying several images symbols that ~~which~~ to reinforce the text. The graphics of the icon is ~~side~~ the understanding of ~~with~~ all audience, including children who may not have studied ~~the~~ language yet. Arguably, the icon is a more direct way of conveying to the audience the act of instructions to participate the project. This is successful, as the readers are able to interact with the advert ~~on~~ autonomously, while ~~understand~~ and it is to understand the advert without reading ~~the~~ large ~~text~~ instructions on text. The icons are strategically placed from left to right to accommodate the reading from ~~the~~ traditionally left to right way. Each verb is loaded, and preceded with a fullstop at the end to add gravity to the text, ~~etc~~ ~~etc~~ ~~etc~~ forming an imperative tone with high visibility to ~~the~~ emphasis, the ~~to~~ once again, ~~how~~ ~~start~~ simple it is to participate.

Through Overall, through fonts, visual and the entire layout  
of the ad, Unilever attempts to create an  
impression of its value ~~for~~ merit of going back  
to the society, framing itself as ~~an~~ altruistic  
to increase more sales of its products.