



TOMATES CŒUR DE PIGEON
Origine : France
12,95 euros LE KILO
Catégorie 1
JACQUES DE PARIS

TOMATES GREEN ZEBRA
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TOMATES CŒUR DE PIGEON
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CMNS 3500 - Language and Power: Clarity, Accessibility and Persuasion in Health Messaging



Territorial Acknowledgement



Where we're going today

1

Connect with
topic

2

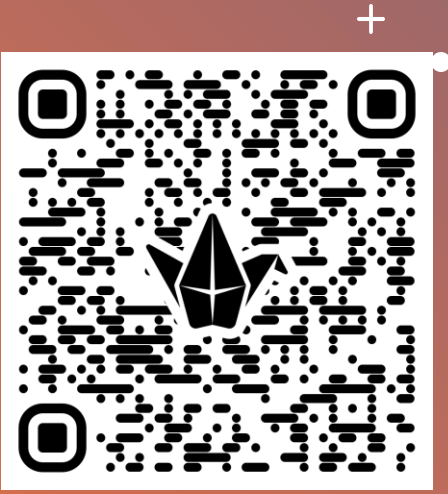
Connect with
each other

3

Connect with
course tools

4

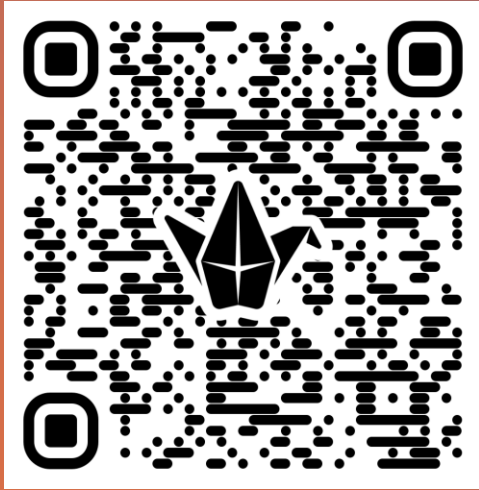
Prepare for
next week



What images
come to mind
when you think
about health?

Connecting with the topic





+
•

What words come to mind when you think about health?

Connecting with the topic



Lecture time: Health messaging

- Who are health messages directed at?
- Where do we encounter health messages?
- When do we see certain health messages?
- What actions are expected from health messages?
- Who is not included in health messages?
- What tone is conveyed in health messages?
- How do we respond to these messages? Why?

DON'T BE SUCKED IN



Beats cold, stress and temptation, but also hides 30 teaspoons of sugar in them. Sugar has no space left for saving your real organs and food to make, type 2 diabetes and heart disease.

Up to 30 teaspoons of sugar

LIVELIGHTER



Risk Factors of Heart Disease

Obesity



Smoking



Hypertension



What is a risk factor?



A risk factor is any attribute, characteristic or exposure of an individual that increases the likelihood of developing a disease or injury.

Lack of Physical Activity



Diabetes



Poor Diet



Sources:
 Risk factors. (n.d.). Retrieved March 28, 2018, from http://www.who.int/topics/risk_factors/en/
 Centers for Disease Control and Prevention (CDC). (2017, August 21). Heart Disease Facts. Retrieved January 28, 2018, from <https://www.cdc.gov/heartdisease/facts.htm>



PORK FREE (semaglutide) injection

OZEMPIC[®]

for Ramadan



YEAH, IT'S JUST OZEMPIC.



meowmeix

...

BEING HEALTHY IS EASY!

All you have to do is:

1/2

Daily
Gratitude

Sleep
Well

Meditate

Think
Positive

Sauna

Hydrate

Eat Well

Relax

Meal Prep

Dry Brush

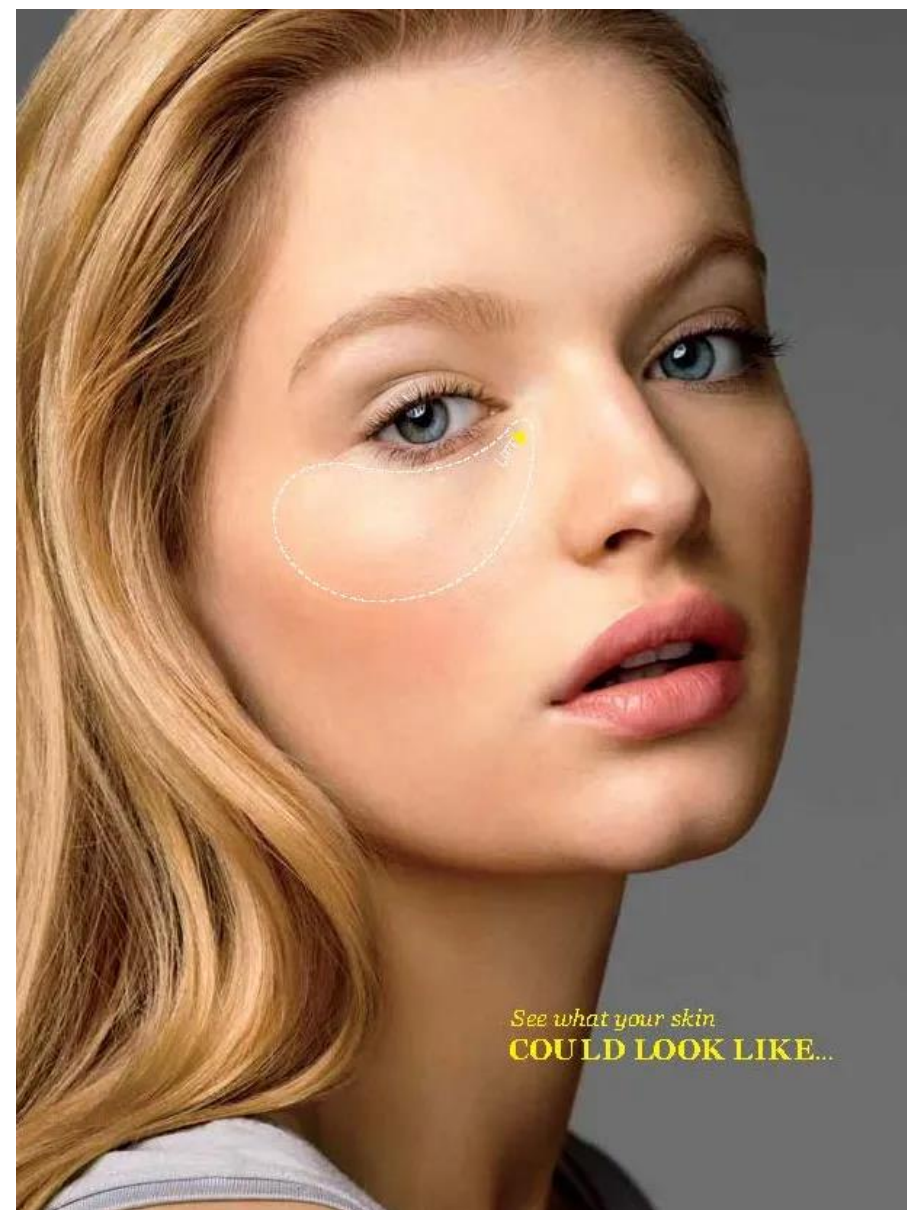
Strength
Train

Cardio

...all while having a job
& family life

@MeowMeix





What's language got to do with it?

- A word about language (as well as graphics/images) in this course
- Language as symbol
- Language as action
- Language choices
- Critical discourse analysis

Connecting with the topic





What's
power got to
do with it?

Connecting with the topic

Systemic functional linguistics

- Who and what is involved (ideational metafunction)
 - What modality is used (interpersonal metafunction)
 - How it all hangs together (textual metafunction)
- 

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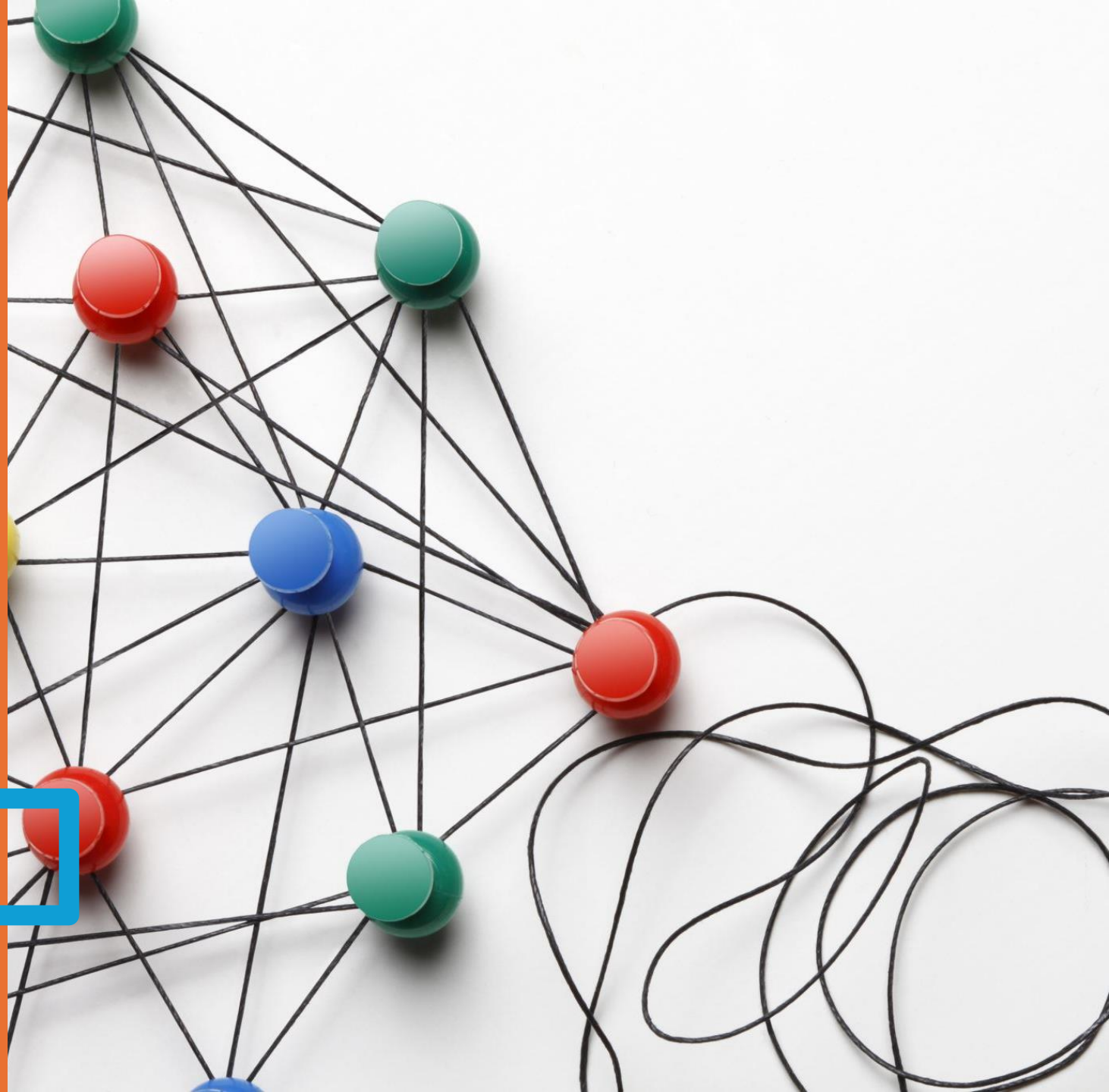
3

Connect with
course tools

4

Prepare for
next week

Connecting
with each
● other



Tools and Spaces for this course



Preparing for next week's class



TERRITORIAL
ACKNOWLEDGEMENT



WELCOME MUSIC



WELCOME IMAGE