

February 1, 2016

What makes you click on this article versus another article?

Nirmala, Christie, Svetlana, Colin, and Meredith

- Title:
- reasonably current article
- note: author's credentials, ND
- yet cites health care institutes & big universities - link to established medical institutions
- nice image: distressed wood, balanced image, balanced greens, rule of thirds (why is this important?)
- no finding to contest in article
- just fluffy information that you cannot challenge - you cannot ask for the data, with the exception of U of T... "Researchers have shown..."
- different font in subtitle/caption - Who doesn't want more vitality and energy? Read on...(explaining what's to come, almost acting as an abstract)
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Group: Jenny, Ining, Jessica

- Image
- Title, the word "green"-people understand or link it with the concept of "health"
- food based- other than consuming artificial ingredients or chemicals, food based looks nature
- Title of the author MD as signing person.
- The authors is Attempting to establish his credibility (pattern):
 - He defines green foods using all those terms, which might be used to show how credible. The purpose does not seem to be to explain to the lay person as he uses that specialized language.
- But there is not only that hypothesis; we can use the same evidence to argue that he is not trying to establish credibility
- Where does asking for his intentions lead us? We cannot be rigorous about it.
- The word green: there is lots of expectation about what green stands for.
- The text is also organized in terms of questions.
- The text has an invitation that already creates expectations.

Group: Lyndze, Tanya, Gwen & Samantha

- The title "Getting Your Greens" could indicate a what: what greens are available?
- The subtitle indicated which direction this article will take: the "why" of taking whole food-based supplements
- It's not really about green foods per se - it's about supplements in the form of powders, capsules, etc.
- It's a recent article (updated in September 2015)

- It's written by an ND - naturopathic doctor - and the photo background is of wood, i.e. 'natural'
 - there is a modicum of authority by way of it being written by an ND and terms used, "emulsifiers such as phospholipid-rich lecithin"
- The term "greens" is associated with health in our culture, The article states, ""green foods" have been popular natural health products."
- The photo at the start of the article reinforces the green theme with picturing bowls of powder in various shades of green
- The article then goes on to state that "green foods" include many foods that are not actually green
- There is a single line that acts like a paragraph - one sentence
- "increase energy and vitality" is in different font that stands out right beneath the photo, which appears that it is intended to lead the reader to associate greens with increased "energy and vitality"
- The first heading "What are green foods?" is an offer for the readers' anticipation of a definition for green food, which they seem to have when they read the title of the article