The slogan ‘that bites back’; if alone on the packet without the title would not make sense. The slogan itself uses a metaphor to personify the crisp into it biting back and therefore connoting that they have a real strong flavour and character unlike regular crisps. The use of personification gives the crisps more authority over other crisps as it now has human characteristics. This technique has been used as a branding technique in order to lure the consumers into buying these crisps. Similarly Johnathan’s crisps indirectly personify their crisps, due to the image of the general on the front.

The beef stroganoff recipe consists of a character from the Bisto TV advert which offers a recipe that accompanies the product. The use of a character, especially an elder motherly, gives the impression of home cooked food that can easily be made using Bisto. As many people would associate a mother or elderly figure as someone who would cook hearty comfort foods, which is what stroganoff is. The bisto ad is essentially showing how easy it is to cook a typical home cooked meal easily. Which nowadays is harder to do due to people leading busy lives.

Both texts include a sense of imagination. In regard to the sweet menu, from line 21 to 26, the narrator is dreaming of what would happen if there was someone sitting opposite him. He was imagined it so much that he knows exactly what he would ask and what the response would be, this is written in italics so that the reader knows this is what would be said to his date if he had one. In text 4 the poet is imagining what her grandpa thought would happen in terms of her wanting soup ‘after he is gone.’

The two texts are both different in regards to the type of text; text 1 is a poem, which consist of 14 lines, making it a sonnet. Generally a sonnet is used to express love for a subject. This is ironic when put into context as this poem is about death, and sonnets are usually about love. Also a sonnet portrays Toppings’ passionate hate towards going to the butchers shop as a child. On the other hand text 9 is an article that had been published by a popular newspaper; The daily mail. Based on this text 9 would have a different and wider audience, as the Daily mail has over thousands of readers. In particular fans of John Torode.