|  |  |  |
| --- | --- | --- |
| Ramsay uses | Helps him to achieve his goal of | Some would see this as… Others… |
| Ramsay adapts | Makes it more (purpose) by | In general, the public would think/feel |
| Ramsay’s intention is to… | Makes it seem…  Gives the impression of… | Makes him effective at his job by… |
| Has the effect of… | Instead of… he uses… in order to be more… | Because of the (source/ medium/context) |
| The desired effect is… | Builds up a sense of… by using… and.. | Generally, people see… as being… so it seems… |
| The actual effect is… | Makes the audience think/feel/see/ | Is different because he is in his workplace |