**Try and identify the following, finding examples in the George Saunders speech:**

Use of humour and informality to appeal to the undergraduate audience (audience and purpose to persuade through entertainment)

Recognition that he is delivering a speech at a formal ceremony and that some features will also reflect this (genre)

Elements that try to inspire and encourage the students to behave a certain way (purpose to persuade)

Elements that show that the speech is being delivered in a spoken form in real time to and audience.