**Diction** – Triggle’s diction is very personal to him, as he uses the term “we” to discuss Brits and he uses some British slang, such as ‘tipple’, that may be difficult to understand if you are not British. Some spellings are also the British version, like ‘globalisation’ and ‘behaviour’ rather than ‘globalization’ and ‘behavior’. Overall, the diction is formal with hints of British slang and spelling differences.

**Other Rhetorical Devices** – *Alliteration*: “Of those (wh)o had not had a drink, half were teetotalers”.

**Tone** – Triggle establishes an informative tone by stating facts and using graphs to get a message across. His voice does come through though, again, because of his British roots. There does not seem to be much emotional attachment to the topic.

**Purpose** – The overall goal of this article is to inform people of the changes in Britain’s drinking habits and to focus on what groups have the largest impact on the demographic change. This informational position is helpful because it places emphasis on facts only and it has to do with bettering the health of Britain as a whole.

**Argument Through Appeals** – Triggle organizes his thoughts by first stating that the statistic of how many Britons had a drink in a week reached the lowest percentage since 2005. Then, he focuses on how the young do not drink a lot, but baby boomers are an age group that continues to have high drinking rates. Lastly, the final argument is established: Drinking problems are prominent in older people rather than younger ones and that is how it will be for a long time.