

# ENGLISH

9

## SAMPLE RESPONSES



### Language in advertising

This booklet is designed to help teachers make overall, on-balance judgments by providing examples of student responses. The responses are not an exhaustive set.

E samples

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# E sample: Response 1

## Guide to making judgments — Year 9 English

Student .....

Purpose: To demonstrate how well you can use language to influence different audiences.

Knowledge and understanding Appreciating texts	Knowledge and understanding Constructing texts	Reflecting	Constructing texts
<b>Knowledge and understanding Appreciating texts</b> Some connection was made to the symbolism in the overlaid image of the power sockets. Explanation of the use of colour did not answer the question and comment about a target audience was irrelevant.	<b>Knowledge and understanding Constructing texts</b> The connection between the texts and visuals was unrelated. The environmental message in the text was unclear. No connection to the school community was made.	<b>Reflecting</b> Described some elements of the advertisement but did not explain how the advertising techniques will persuade students. Statements were made about an environmental problem that may be relevant to boarders at a school.	<b>Constructing texts</b> Simplistic language choices made that did not sustain a structured response. Lapses in grammar and punctuation detract from the response.
messages in the advertisement: Connection of symbolism, text and colour to target audience is unclear.	relevant to the school: Text and/or visuals have a generic environmental message. Text and visuals are unrelated; message is unclear.	advertisement that will persuade the students, using arguments. Describes one or more elements in the advertisement that will persuade the students. Describes elements of the advertisement.	control of grammar, punctuation and spelling; structure is evident. Superficial or repetitive selection of ideas; lapses in structure, grammar, punctuation or spelling may hinder meaning. Mostly irrelevant; poorly constructed.
			<b>D</b>
			<b>E</b>

Feedback .....

### Overall grade

Overall this response demonstrates a very limited level of understanding and application of how to make language choices and use textual features to construct texts to influence different audiences. On balance, this response is judged to be an overall E.

## E sample: Response 1

### Appreciating an advertisement

The advertisement below relates to the environment. Study it carefully and respond to the questions that follow.



Adapted from image: Altamont Pass, a Creative Commons: Attribution 2.0 Generic licensed photo from Kevin's Flickr stream, <www.flickr.com/photos/kevincollins/114393964>, accessed 18 May 2009.

1. The images of the wind turbines have been overlaid with power sockets in this advertisement. Suggest a reason for this.

Because wind turbines wouldn't  
pollute the air and the atmosphere  
as much as power sockets would.  
Wind turbines use energy as  
power sockets use power.  
That is my reason why wind  
turbines have overlaid with  
power sockets.

## E sample: Response 1

2. The colours in the advertisement have been used deliberately. Explain their contribution to communicating the overall message.

well the usual colours. Blue for the sky green for the grass and white for the clouds. The wind turbines are steel with a white fan to blend in.

3. Suggest a target audience for this advertisement. Explain your reasoning in relation to the advertising techniques used.

university students because they can study it and would understand it a lot better than a 14 year old would and find it interesting unlike 14 year old would find it boring.

4. Explain how the choice of words used in the advertisement influences the target audience.

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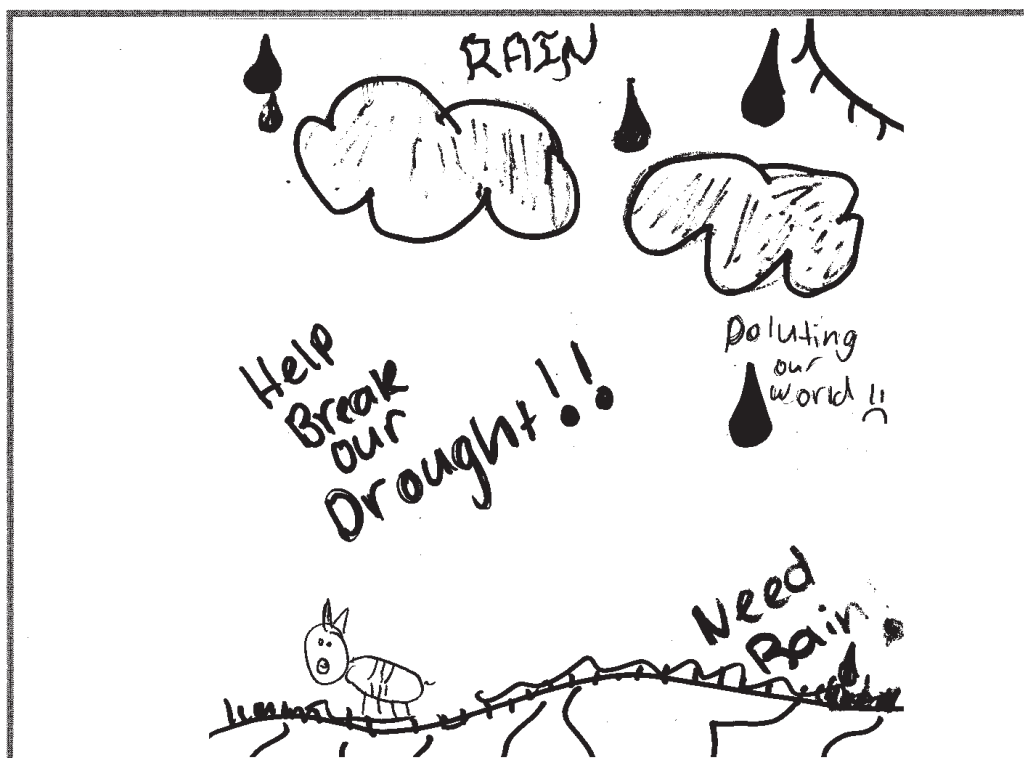
.....

## E sample: Response 1

5. Prepare to draft your advertisement. Consider using the following advertising features: colour, word choice, font size and colour, persuasive techniques, photographs or illustrations.

How will you use text to get your message across?	Drought to help break th is dredful drought that where in Rain Need Rain to break the drought
How will you use visuals to get your message across?	Water drops water restrictions Erosion and cracks because the land is so dry

In the box below, draft your advertisement using text and visuals to persuade students to take action to care for our school environment.



## E sample: Response 1

### Reflecting on your advertisement

6. Explain how your draft advertisement will persuade your school community to care for its environment. The principal will use this explanation to judge the effectiveness of your advertisement.

Remember to:

- identify the features you used to persuade your audience
- justify why you have chosen these
- write a conclusion stating why your advertisement should win the competition
- write about 250 words.

I think it will motivate our school because he have borders that live on a property and are struggleing with the drought.

Farmers struggle with the drought because of the damage like erosion no rain so no feed grows, and losing money each day to send there chid away.

I think our school can byj having fundraiser's

- Raffles
- coin donation

and much more



**E sample: Response 1**

Get your message across!

- Use correct spelling, punctuation and grammar.
- Write in well-structured paragraphs.

some people love to have long showers to pamper themselves, and that results to wasting water. Full flush in the toilet when not needed, leaving the tap on when brushing teeth. It's all wasting water. That's why we have water restrictions.

Some people don't understand how important this all is so hanging or giving out flyers would be great around the school. Then some people would see just how important it is. Thank you for listening. I hope you enjoy my advertisement.





## E sample: Response 2

### Appreciating an advertisement

The advertisement below relates to the environment. Study it carefully and respond to the questions that follow.



Adapted from image: Altamont Pass, a Creative Commons Attribution 2.0 Generic licensed photo from Kevin's Flickr stream, <www.flickr.com/photos/kevincollins/114393964>, accessed 18 May 2009.

1. The images of the wind turbines have been overlaid with power sockets in this advertisement. Suggest a reason for this.

They might have the power sockets to look like they are the next power source to power up the earth instead of using coal and other stuff.

## E sample: Response 2

2. The colours in the advertisement have been used deliberately. Explain their contribution to communicating the overall message.

Blue = water, blue sky, ~~most~~  
 of a hazy or cloudy white - was  
 green - nice green grass, paddocks  
 for cows crops and other things  
 that you grow in the ground.

3. Suggest a target audience for this advertisement. Explain your reasoning in relation to the advertising techniques used.

Next millenniums youth because  
 it we use all the coal and  
 then come solar and wind  
 electricity for the thousand  
 years.

4. Explain how the choice of words used in the advertisement influences the target audience.

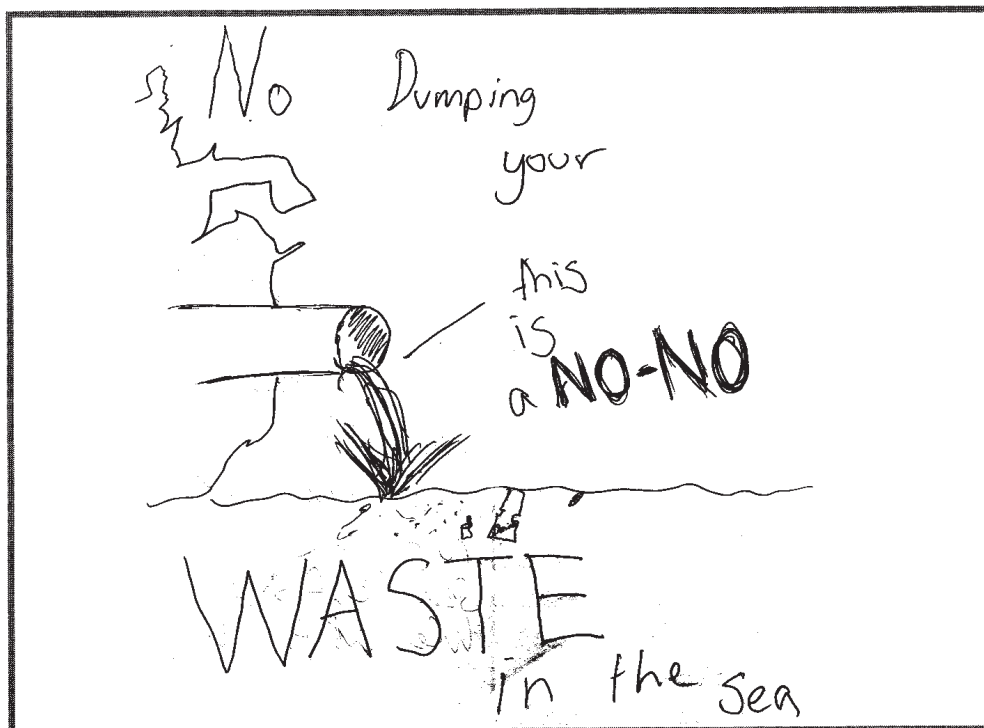
The ~~are~~ ~~are~~ words are <sup>big</sup>  
~~capital~~ and white on the  
 page.

## E sample: Response 2

5. Prepare to draft your advertisement. Consider using the following advertising features: colour, word choice, font size and colour, persuasive techniques, photographs or illustrations.

How will you use text to get your message across?	Words say no Dumping of waste
How will you use visuals to get your message across?	Seage pipe - peoples pheris that go down the pipe which should go to the treat and plant. gutters - run off into the drains which runs into the pipe which ends up in the sea which could ruin the Sea life altogether.

In the box below, draft your advertisement using text and visuals to persuade students to take action to care for our school environment.



## E sample: Response 2

### Reflecting on your advertisement

6. Explain how your draft advertisement will persuade your school community to care for its environment. The principal will use this explanation to judge the effectiveness of your advertisement.

Remember to:

- identify the features you used to persuade your audience
- justify why you have chosen these
- write a conclusion stating why your advertisement should win the competition
- write about 250 words.

This advertisement statement means a lot of harm if it still goes on the pumping of sewage into the ocean means that one day we might have a 'sess' pool of **POO!** and I hope you know no that dumping of waste is a lot different than it is now. But, when the ~~are~~ adults of tomorrow will live in the waste land of today but instead of us having the waste and they do. They have to put up with it for the rest of their lives but when ~~the~~ we die

**E sample: Response 2**

Get your message across!

- Use correct spelling, punctuation and grammar.
- Write in well-structured paragraphs.

What are they supposed to  
do when ~~the~~ we have a  
nuclear war of something  
instead ~~of~~ of us doing it for them.