

# 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.

D samples

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# D sample: Response 1

## Overall grade

Overall this response demonstrates a limited level of understanding and application of how 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 D.

## 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
<p><b>Knowledge and understanding Appreciating texts</b></p> <p>Explanations of the use of text, colours and images were incomplete. The reference to “people who are interested in helping the environment” as a target audience was unclear.</p>	<p><b>Knowledge and understanding Constructing texts</b></p> <p>Texts and visuals conveyed a generic environmental message. Connection to the school community needed to be clearer.</p>	<p><b>Reflecting</b></p> <p>Explanation described the visual element of the advertisement in limited detail. A simple conclusion was stated.</p>	<p><b>Constructing texts</b></p> <p>Language choices were limited in scope and structure relied on simple ideas and sentences. Vocabulary was repetitive, with overuse of the words “illustration” and “poster”. Basic words were misspelt, for example, “people”.</p>
<p>Connects images and text to messages in the advertisement.</p> <p>Connection of symbolism, text and colour to target audience is unclear.</p>	<p>Text and visuals convey an environmental message that is relevant to the school.</p> <p>Text and/or visuals have a generic environmental message.</p> <p>Text and visuals are unrelated; message is unclear.</p>	<p>Identifies elements in the advertisement that will persuade the students; using arguments.</p> <p>Describes one or more elements in the advertisement that will persuade the students.</p> <p>Describes elements of the advertisement.</p>	<p>Appropriate use of language; control of grammar, punctuation and spelling; structure is evident.</p> <p>Superficial or repetitive selection of ideas; lapses in structure, grammar, punctuation or spelling may hinder meaning.</p> <p>Mostly irrelevant; poorly constructed.</p>

Feedback .....

## D 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.

The power sockets let you know  
that wind turbines work.

**D sample: Response 1**

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

The beautiful blue sky & the lush green grass make the advertisement happy & more interesting.

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

The target audience would be the people who are interested in helping the environment.

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

The words make people think

## D 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?	Keep the environment clean And live
How will you use visuals to get your message across?	messy playground and clean playground

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



**D 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.

My advertisement is promoting Environmental awareness week. The poster has illustrations. It is simple and clear.

The message is easy to understand. It is showing if you leave the Environment in a mess you will be sad. But if you look after your Environment then you will have a good life.

I used simple illustrations as it is easy for children and older people.

The poster has two sides - one

**D sample: Response 1**

Get your message across!

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

side saying if you litter & keep  
your Environment unclean you  
will be sad

The other side of the poster shows  
you keep your Environment clean  
you will be happy

I hope that my poster even  
though simple will have a  
message to hopefully persuade  
people



# D sample: Response 2

## Overall grade

Overall this response demonstrates a 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 D.

## 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> Simple connections made between the use of images and text and the message in the advertisement. Appropriate explanation of the deliberate use of colour in the advertisement. Identified an appropriate target audience.	<b>Knowledge and understanding Constructing texts</b> Texts and visuals conveyed a generic environmental message that does not connect with the school.	<b>Reflecting</b> Explanation described elements of the advertisement that may persuade an audience in the community. Specific references were made to the contrasted images, choice of colours and text used.	<b>Constructing texts</b> Lapses in structure, grammar and punctuation detracted from the meaning of the text. Simple choices of vocabulary were used, such as “bad” and “nice”. No paragraphing used.
▲ Connection of symbolism, text and colour to target audience is unclear.	▲ Text and visuals convey an environmental message that is relevant to the school. ▲ Text and/or visuals have a generic environmental message. ▲ Text and visuals are unrelated; message is unclear.	▲ Describes one or more elements in the advertisement that will persuade the students. ▲ Describes elements of the advertisement.	▲ Appropriate use of language; 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.

Feedback .....

## D 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: Allamont 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.

That wind turbines are a source of  
power. And that the people making  
the ad want you to use wind  
power because it is cleaner.

## D sample: Response 2

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

The bright blue sky means it is  
a clean power and the green grass means the  
air is clean as well. And the  
land didn't have to be cleared for this  
power source.

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

Adults 20-40 are the only ones  
who can choose with power for their homes.

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

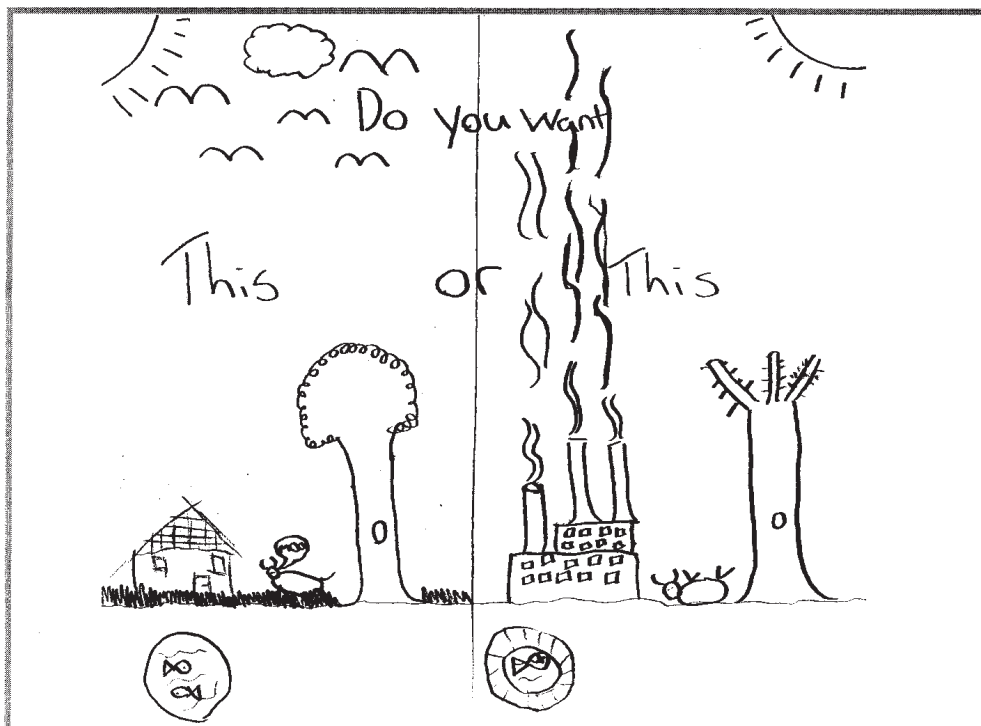
The word 'power' is strong so  
people notice it.

## D 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?	Ask a question
How will you use visuals to get your message across?	<p>Left side green grass blue sky. I would green grass to show you what it looked like and the blue sky to show it is clear.</p> <p>Right side brown black. The black smoke is to show you the pollution from the factory and so is the brown sky.</p> <p>The dead tree and the green alive tree. The green tree is to show what it looks like now and the dead tree is to show what it is going to look like.</p> <p>The dead cow and the alive cow. To show if we keep on polluting there will be no grass for animals to eat.</p> <p>The full pond and the empty pond filled with rubbish. To show that if we keep on polluting the water will dry up and be unusable.</p>

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



## D 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.

I think my advertisement will motivate our school and community to care for our environment because having put a line in the middle and having a side with a nice house green trees, cows, fish, birds - is what our environment looks like now. But if we keep on polluting it will look like the other side dead tree, dead animals and smoke covered sky. On the left the one that looks like our environment I used green grass and trees so every thing looks alive and healthy and a blue sky so the air looks clean. On the other side I used a brown sky to show that the air won't be clean and I used the dead animal to show that there won't be any grass.

## D sample: Response 2



Get your message across!

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

Also I put in a Factory to  
 show all the Smog coming out of  
 it and that they are bad for the  
 environment the words I used on  
 the poster (do you want this or this)  
 means you can choose which you want  
 the nice healthy environment or the cap dead  
 environment. To have the healthy environment  
 pick up your rubbish and walk to  
 work not drive a car.