



Upper Secondary

The Write Tribe

Visual Text Techniques

Ex 20, 21, 22



Exercise 20

Study the poster and answer the questions that follow.



Some rewards cannot be seen,
but are most significant to the heart.

Teaching is not just an occupation that requires mere qualifications. The journey needs passion and enthusiasm to succeed. At Excellence Centre, we believe education is the foundation, development and future of human potential. Through our programmes, we bring out the shine of our teachers from within.

Embark on your journey with us and share our beliefs and successes together.

 Excellence
Centre

1. 'Some rewards cannot be seen, but are most significant to the heart'.
What is the intended message? (1 mark)

2. Pick a word that tells you that teaching is more than just a job? (1 mark)

3. What kind of organisation do you think the advertiser is? (1 mark)

4. What evidence is there to support your answer in Question 3? (1 mark)

5. What is the objective of the advertisement? (1 mark)

Exercise 21

Study the poster and answer the questions that follow.

CANCER MUST BE DEFEATED



For my wife



CODENAMED
PINK

For my family



For my mother

The fight against cancer is never a one-woman battle. Let's stand united for CODENAMED PINK in protecting and empowering women. Our experts will provide inspiring insights at JT Hospital.

17 April 2014

0900 hrs – 1000 hrs: Cancer – Can we beat it?

1000 hrs – 1100 hrs: Colon Cancer – How does it affect women?

1100 hrs – 1200 hrs: Cervical Cancer – How to avoid, the signs and treatment

Timely action offers the best protection!

Health Screening Package \$200

X-Ray Package \$160

Knowledge saves life

1. What is the objective of the advertisement? (1 mark)

2. What evidence is there to support your answer in Question 1? (1 mark)

3. '*The fight against cancer is never a one-woman battle*'. What is the intended message? (1 mark)

4. How does the picture support the intended message? (1 mark)

5. How are women empowered? (1 mark)

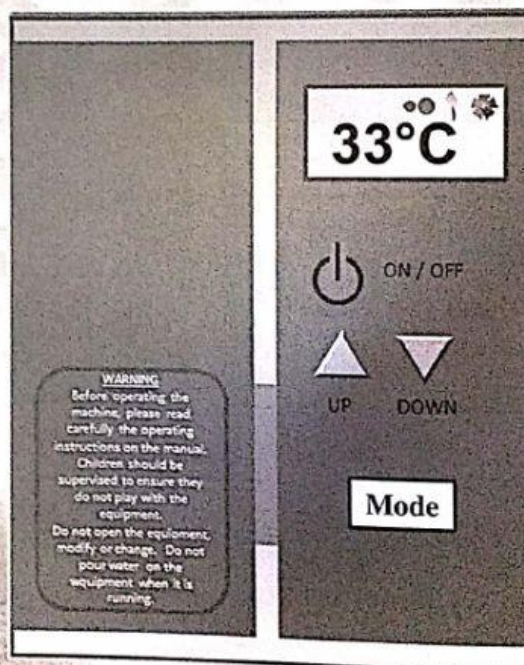
Exercise 22

Study the poster and answer the questions that follow.

Equip your bathroom with a feel of sophistication

Indulge in a suite of smart and environmentally friendly functions with a touch of your finger.

Trendy and intelligent, the Smart Gas comes with exact temperature control and energy saving mode. A built-in sensor also provides an automatic temperature setting to suit the weather condition during each shower.



Smart Gas

Visit our showroom at
157 Jalan Permia
Tel: 9580 7797-9

1. What evidence is there to show the heater is environmentally friendly? (1 mark)

2. In what way is the heater intelligent? (1 mark)

3. How can you support your answer in Question 2? (1 mark)

4. From the LED display, what do you think are the functions available? (1 mark)

5. What is the objective of the advertisement? (1 mark)
