



Upper Secondary

The Write Tribe

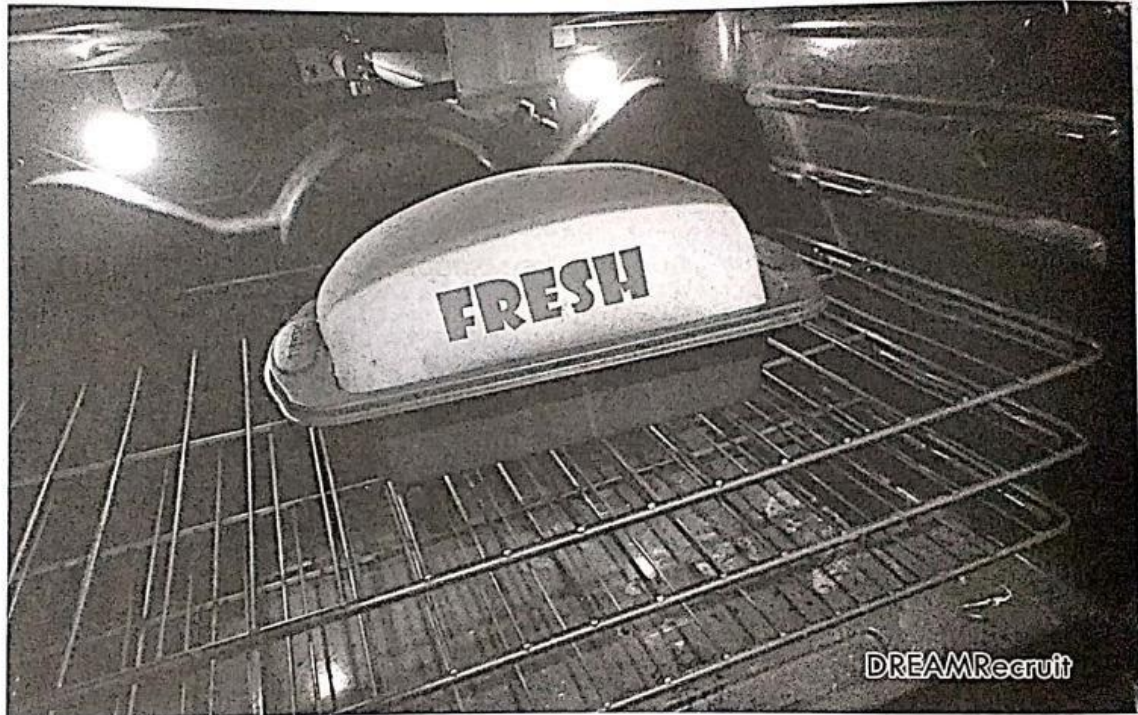
Visual Text Techniques

Ex 32, 33, 34



Exercise 32

Study the poster and answer the questions that follow.



FRESH FROM THE OVEN

Fresh out of school or simply thinking of a career switch, our assortment of freshly baked jobs will suit the different tastes and desires.

What's more, gain valuable insights from the latest career talks and seminars.

For details, visit www.dreamrecruit.org

1. *'Fresh from the oven'*. What is the intended message? (1 mark)

2. How does the picture appeal to the audience? (1 mark)

3. Which word tells us there is a good mix of opportunities available? (1 mark)

4. How does the reader benefit from the advertiser? (1 mark)

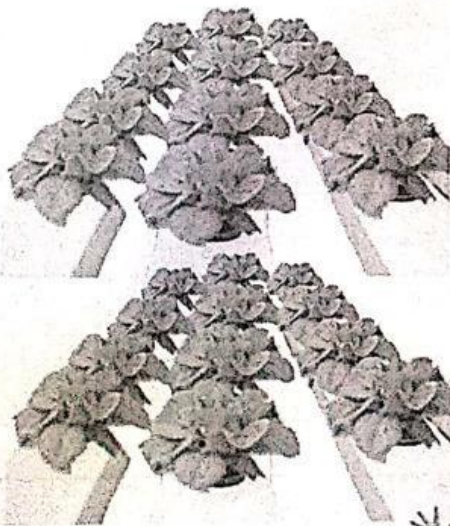
5. *'...will suit the different tastes and desires'*. What do you think tastes and desires here refer to? (1 mark)

Exercise 33

Study the poster and answer the questions that follow.

LUX
CONDO

Convert the **FARM**
into some **FUN**



Grow your own vegetables on
your very own hydroponic farm

Superb location

- 1-min walk to the MRT
- Next to the Super Mall and Reservoir Park
- Within 5km radius to top schools

A TRULY GREEN AND
ECO-FRIENDLY HOME



Immediate occupancy.
Foreigners can apply.

Bring along your NRIC, Birth Certificate,
Marriage Certificate and latest Income
Statements for registration.

1. 'Convert the farm into some fun'. What is the intended message? (1 mark)

2. How does the picture appeal to the audience? (1 mark)

3. 'Within 5km radius to top schools'. What is the intended message? (1 mark)

4. What is the purpose of indicating that 'foreigners can apply'? (1 mark)

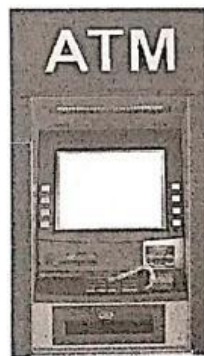
5. What evidence is there to show the home is 'green and eco-friendly'? (1 mark)

Exercise 34

Study the poster and answer the questions that follow.

CUBIC PROTECTION

A medical emergency at 3 in the morning.
Where do you rush to first?



We believe in an emergency, it's the hospital you should rush to and not ATMs. The last thing you should worry about is the upfront payment. That's why our protection plan covers admissions for all kinds of hospitals.

It may be a little thing, but something you will appreciate in a life and death situation.

A little thought goes a long way.

1. *'A medical emergency at 3 in the morning. Where do you rush to first?'* What is the intended effect of the message? (1 mark)

2. How does the picture convey the intended effect in Question 1? (1 mark)

3. What do you think an *'upfront payment'* is? (1 mark)

4. *'...our protection plan covers admissions for all kinds of hospitals'*. What is the intended message? (1 mark)

5. What do you think the advertisement is selling? (1 mark)
