



Upper secondary
Week 1

The Write Tribe

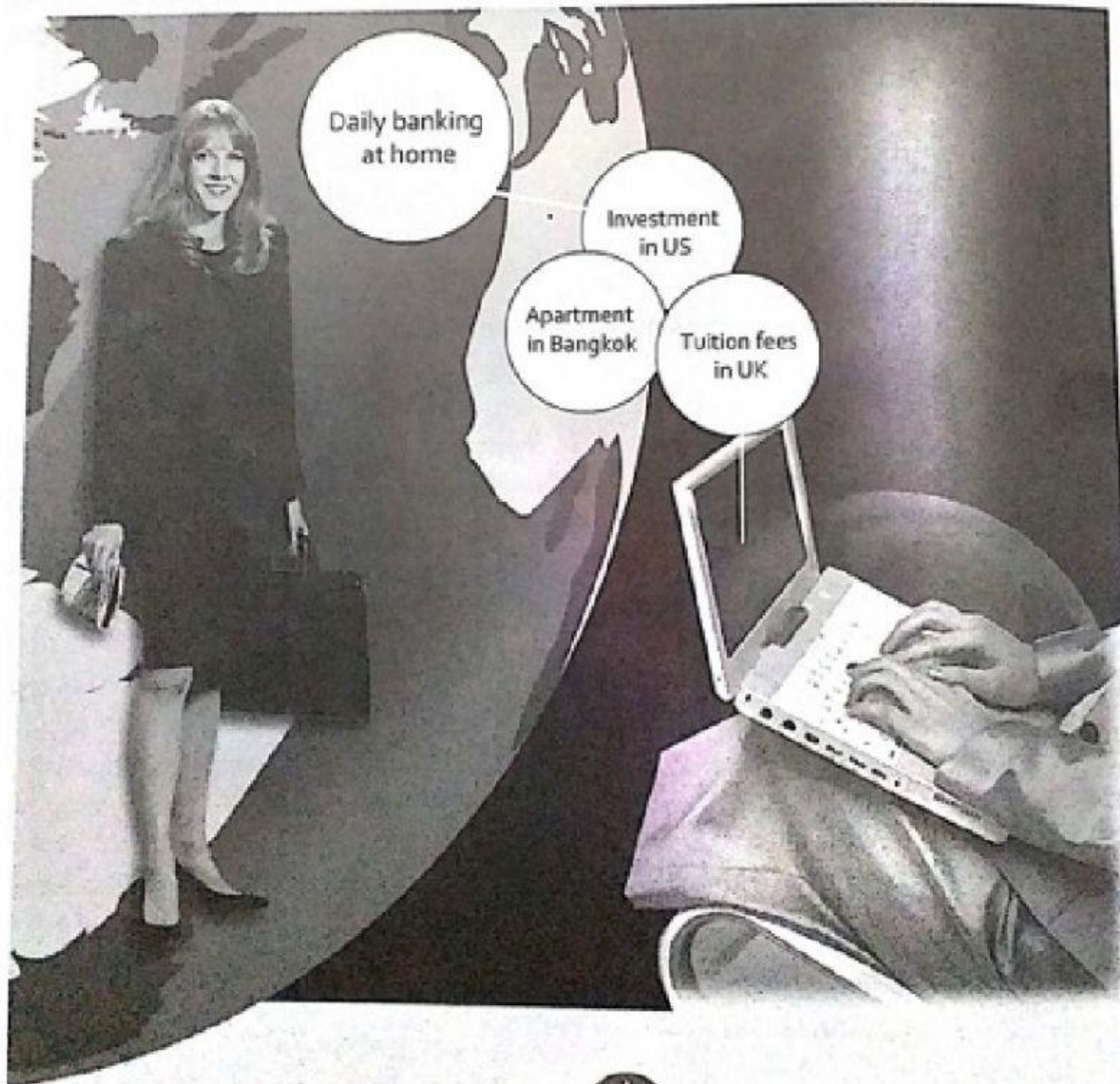
PAPER 2 TECHNIQUES



THE MULTI-CURRENCY ACCOUNT

Now you can deposit different currencies into ONE account.

Managing funds has never been so convenient. The multi-currency account enables you to deposit and transact using local and foreign currencies. It is also more effective in managing your foreign exchange risk and meet your global banking needs with a single account.



NATIONAL BANK

Study the poster and answer the questions that follow.

1. Why do you think a multi-currency account is convenient?

(1 mark)

2. What evidence is there to show that withdrawal of funds is allowed too?

(1 mark)

3. What is the intended effect of the pictures?


(1 mark)

4. How do you support your answer in Question 3?

(1 mark)

5. What is the objective of the advertisement?

(1 mark)



NIC Offers Double Protection

Under the Insurance Protection Scheme, a new legislature is passed to ensure automatic safeguard for life and general insurance policies approved by the government. No further action is required of you.

In the event of a failure from an insurer, the National Insurance Corporation (NIC) will assist to compensate you. NIC is assigned by the state to manage the Insurance Protection Scheme.

Except for life policies, there are no restrictions for general, accident and health insurance. Only guaranteed benefits are protected for life insurance.

Study the poster and answer the questions that follow.

1. 'NIC offers double protection'. What does this imply?

(1 mark)

2. How does the picture support the intended message?

(1 mark)

3. What evidence is there to show that NIC is authorised by the government?

(1 mark)

4. What do you think 'restrictions' here refer to?

(1 mark)

5. What is the objective of the advertisement?

(1 mark)

CuBicHealth iNInsurance

We protect your most important assets.

In this knowledge and innovation-based economy, your people are the most vital to achieve business goals. As a subsidiary of the CuBic Medical Group, we offer integrated and smooth healthcare facilities and protection plans to cater to your most valuable resource.



<http://www.cubichealthinsurance.com/>
Email enquiry@cubichealthinsurance.com

CuBic Medical Group
Singapore . Japan . Thailand

Healthcare Consultant of the Year
Staff Healthcare Provider of the Year



Study the poster and answer the questions that follow.

1. What do you think 'assets' here refer to?

(1 mark)

2. How does the picture convey the message?

(1 mark)

3. Who is the target audience of the advertisement?

(1 mark)

4. How does the organisation provide convenience to its customers?

(1 mark)

5. 'Staff Healthcare Provider of the Year'. What does this imply?

(1 mark)

CARTILAGE PROBLEMS: FIXING, REBUILDING OR SUBSTITUTING

Damage to the cartilage is commonly caused by wear and tear or physical exertion. Prompt actions can be taken to avoid further damage to the tissue.

Our orthopaedic surgeons will provide some insights on the problem – the signs, and forms of available treatment.



Date
Saturday 12th September

Time
2.00pm (registration)
2.30 - 5pm (seminar)

Venue
JT Hospital, Rosey Ballroom 3, Level 2

Limited seats, register your interest early at
<http://jthospital.cartilage.event.com>

Free Admission

JT HOSPITAL



Study the poster and answer the questions that follow.

1. What is the objective of the advertisement?

(1 mark)

2. What is the intended effect of the picture?

(1 mark)

3. Which group of audience is at risk of the problem?

(1 mark)

4. How do you support your answer in Question 3?

(1 mark)

5. What does it mean to fix, rebuild or substitute?

(1 mark)