



**Upper secondary**  
**Week 1**

**The Write Tribe**

# PAPER 2 TECHNIQUES



## Exercise

## 11

Study the poster and answer the questions that follow.

*Is the information a  
fact*

You should never simply trust everything that has been written.  
iamsure.com helps you distinguish the truth from tales.

*or a  
FAKE?*

Always be sure before you share any information to avoid being  
ridiculed or worse, sued.



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

---

---

2. How does the picture convey the intended message? (1 mark)

---

---

3. How can one determine if a piece of information is true? (1 mark)

---

---

4. Why do you think it is important not to share false information? (1 mark)

---

---

5. What type of audience may find this service useful and why? (1 mark)

---

---

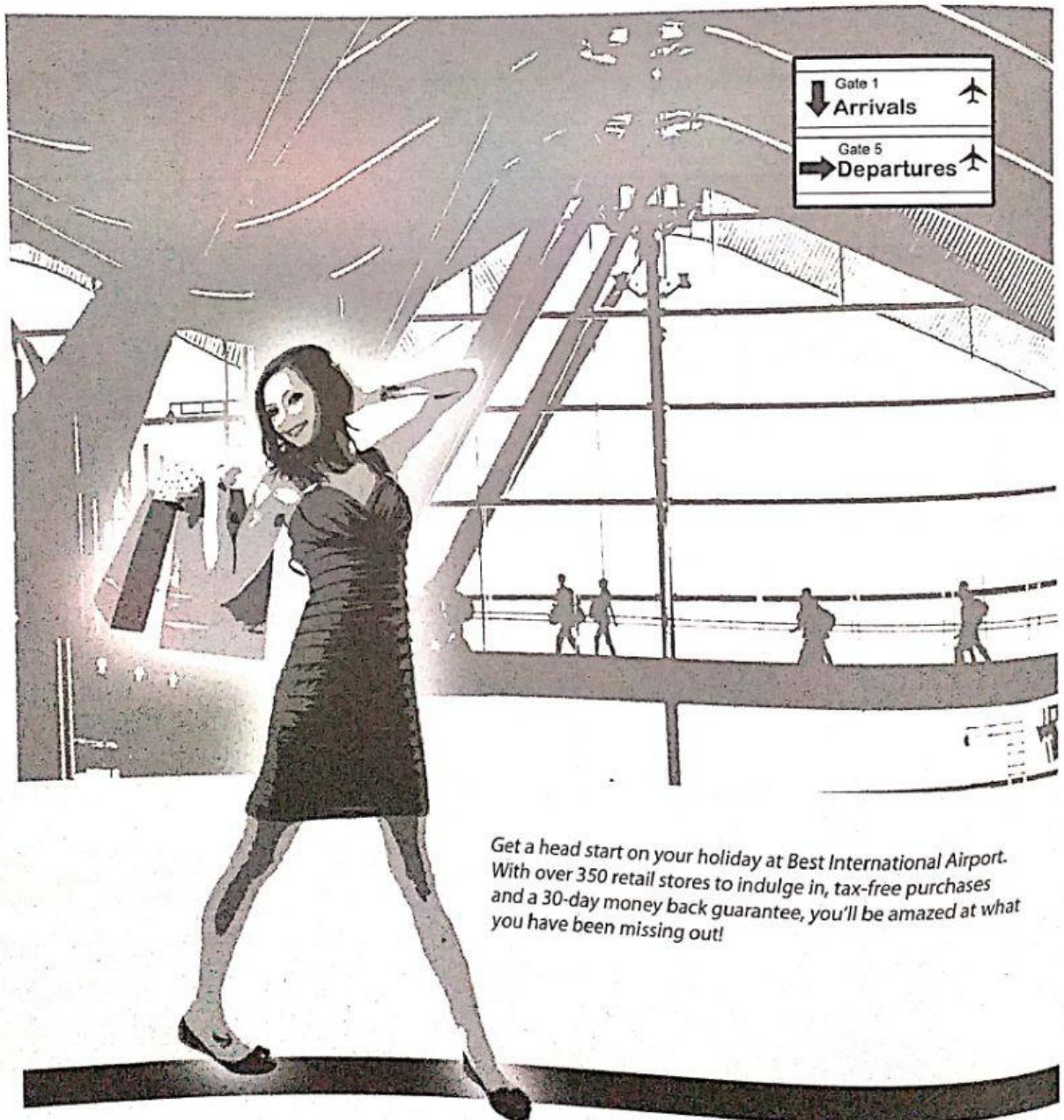


# Exercise 12

Study the poster and answer the questions that follow.

## Best International Airport

We didn't know our shopping trips  
actually begin at home.



Get a head start on your holiday at Best International Airport. With over 350 retail stores to indulge in, tax-free purchases and a 30-day money back guarantee, you'll be amazed at what you have been missing out!

1. '...our shopping trips actually begin at home'. Where do you think 'home' refers to? (1 mark)

---

---

2. What is the intended effect of the picture? (1 mark)

---

---

3. What evidence is there to suggest the airport is a shopping paradise? (1 mark)

---

---

4. What does 'tax-free purchase' imply? (1 mark)

---

---

5. Who is the target audience of the advertisement? (1 mark)

---

---



# Exercise 13

Study the poster and answer the questions that follow.

Two Opposites

Quick walk to the MRT  
Sweat with the guys  
Indulge in comfort and privacy  
Health fanatic who treasures nature

Zip to town in 10 mins  
Tan by the pool  
Loves elegance and taste  
Cosmopolitan who appreciates city life

One attraction

**THE VIEW**

Now for opens 9am - 6pm daily  
[www.theview.com](http://www.theview.com)  
The Pte Commercial Land

1. 'Two opposites. One attraction, The View'. What is the intended effect of the message? (1 mark)

---

---

2. What do you think 'Two Opposites' here refer to? (1 mark)

---

---

3. Give an evidence to support your answer in Question 3? (1 mark)

---

---

4. What does it mean to 'zip to town in 10 minutes'? (1 mark)

---

---

5. In your own words, how would you describe both the man and woman? (1 mark)

---

---

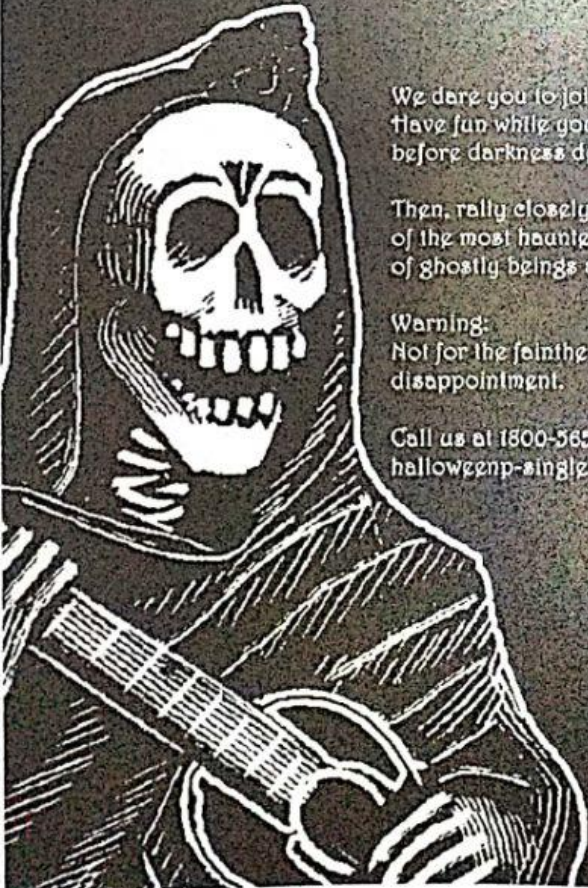


# Exercise 14

Study the poster and answer the questions that follow.

INVITES FOR SINGLES

## HALLOWEEN PARTY @ FORT CANNING



We dare you to join us this Halloween.  
Have fun while you fill your tummy and meet new people  
before darkness descends.

Then, rally closely with each other to survive some  
of the most haunted trails in the park, as the endless horrors  
of ghostly beings await you...

Warning:  
Not for the fainthearted and register early to avoid  
disappointment.

Call us at 1800-5657789 or email us at  
[halloween-singles@events.com](mailto:halloween-singles@events.com)



1. Who is the target audience of the advertisement? (1 mark)

---

---

2. What do you think the intended purpose of the event is? (1 mark)

---

---

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

---

---

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

---

---

5. What evidence is there to suggest that participants will go through the challenges in pairs? (1 mark)

---

---