



**Upper Secondary  
Week 2**

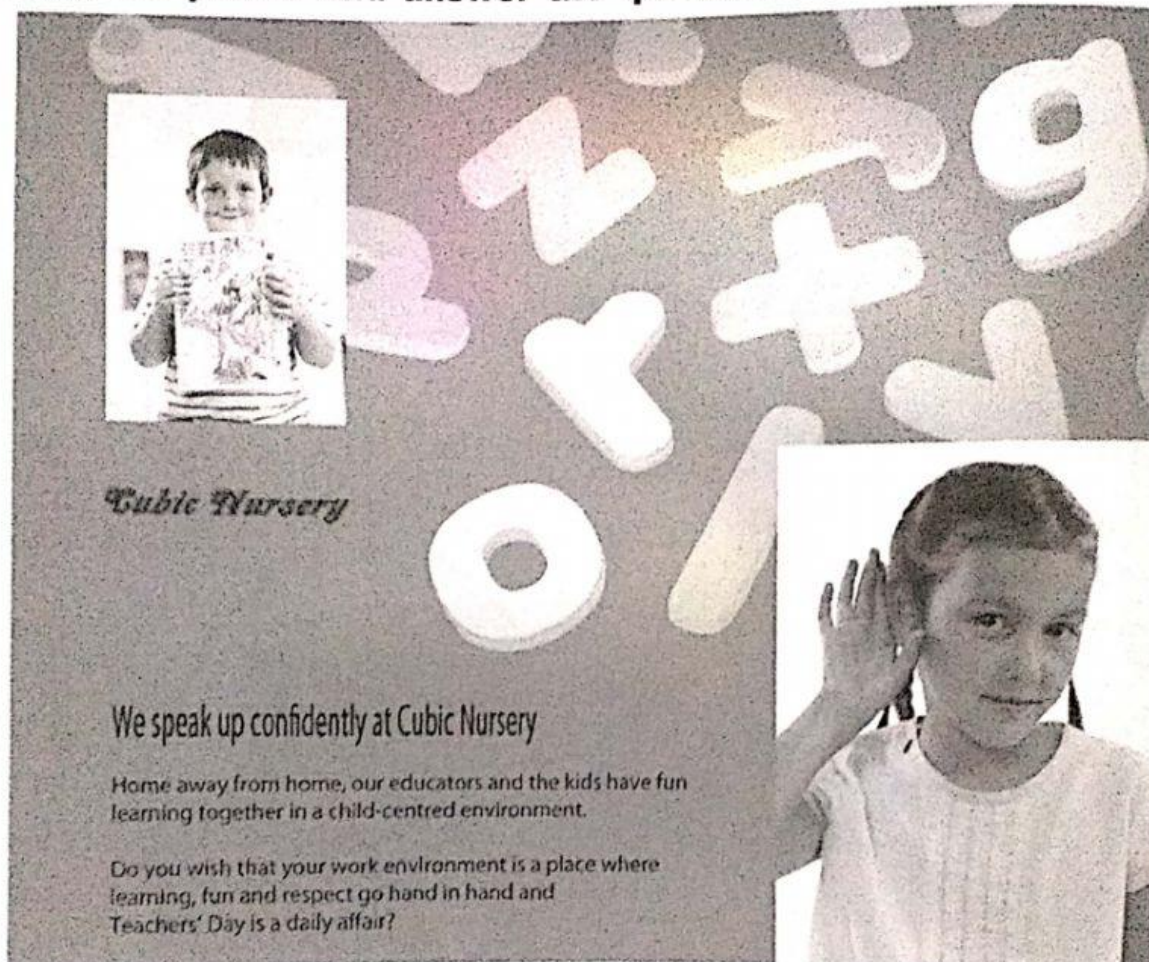
**The Write Tribe**

# PAPER 2 TECHNIQUES



# Exercise 17

Study the poster and answer the questions that follow.



**Cubic Nursery**

**We speak up confidently at Cubic Nursery**

Home away from home, our educators and the kids have fun learning together in a child-centred environment.

Do you wish that your work environment is a place where learning, fun and respect go hand in hand and Teachers' Day is a daily affair?

Every teacher is a valuable resource that we nurture through a unique learning experience.

**Teachers**  
Diploma in Early Childhood  
Excellent communication skill

**Asst. Teachers**  
GCE A Levels  
Excellent communication skill

Come and embark on this fulfilling journey with us!

For application, please submit your resume to  
[admin@cubicNursery.com](mailto:admin@cubicNursery.com)





1. Why do you think excellent communication skill is required at the nursery? (1 mark)

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2. 'We speak up confidently at Cubic Nursery'. What is the intended message? (1 mark)

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3. What evidence is there to show that the teachers are always recognised and respected? (1 mark)

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4. Does an individual need any teaching experience to become a teacher at the nursery? (1 mark)

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5. How do you support your answer in Question 4? (1 mark)

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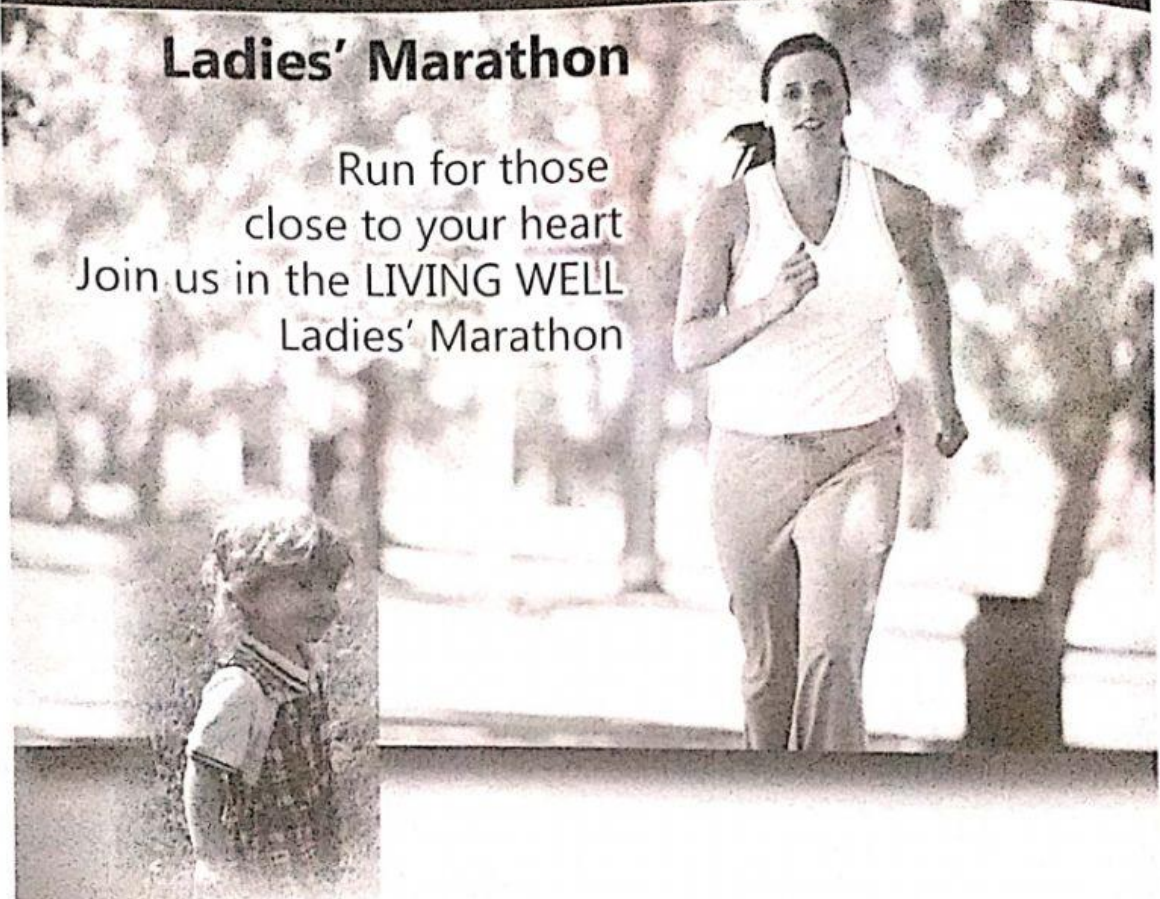


# Exercise 18

Study the poster and answer the questions that follow.

## Ladies' Marathon

Run for those  
close to your heart  
Join us in the LIVING WELL  
Ladies' Marathon



We urge you to live meaningfully and healthily for those who matter to you. As an advocate of life, this is our mission. So sweat for your loved ones or anyone you care. Dedicate each drop of sweat to them and your goal towards LIVING WELL.



**LIVING WELL**  
**LADIES' RUN**  
2014



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

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

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3. How does the advertisement motivate the audience to live meaningfully and healthily? (1 mark)

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4. How does the advertiser fulfil its mission? (1 mark)

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

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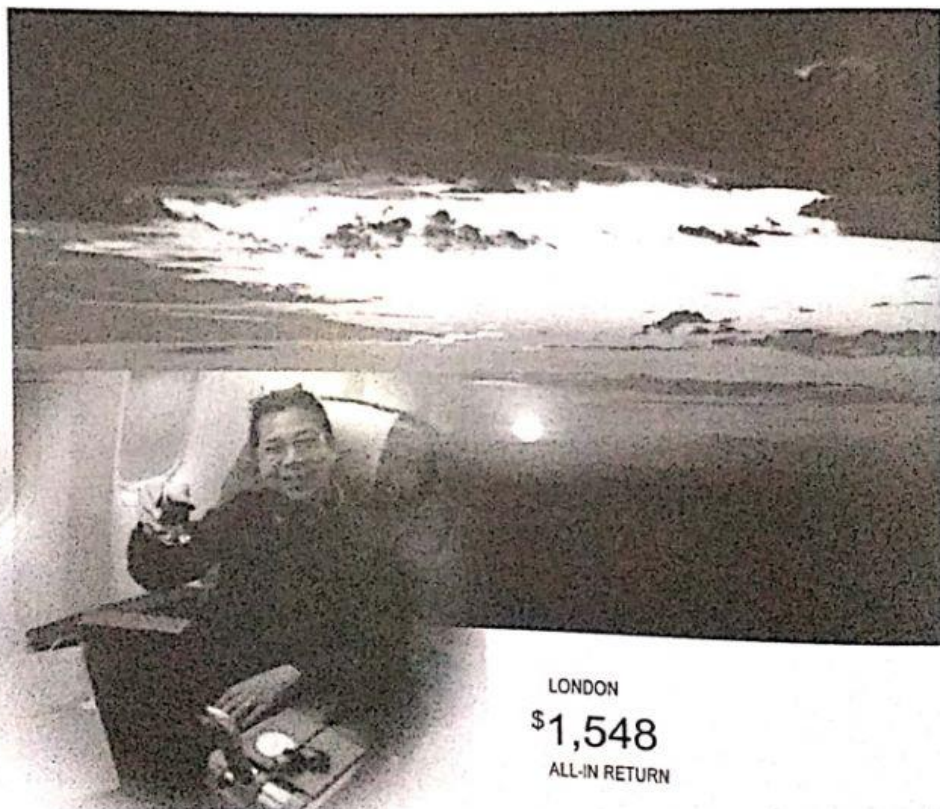
# Exercise 19

Study the poster and answer the questions that follow.

[continent-air.com](http://continent-air.com)

## TIME FLIES WHEN YOU FLY WITH US

Indulge in the refurbished economy class on Continent Air that offers more space and comfortable seats. The entertainment system is equipped with bigger and sharper screens. Even the cabin lighting has been changed. No detail is spared to ensure that you fly in even greater comfort.



LONDON  
\$1,548  
ALL-IN RETURN

CONTINENT AIR



1. 'Time flies when you fly with us'. What is the intended message? (1 mark)

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

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3. Are passengers already comfortable before the refurbishment? How do you support your answer? (1 mark)

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4. What is an entertainment system on a plane also known as? (1 mark)

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

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