



Upper Secondary

The Write Tribe

Visual Text Techniques

Ex 29, 30, 31



Exercise 29

Study the poster and answer the questions that follow.



At Excellence Institute, we believe that future leaders are nurtured through creative methods and individual development.

As part of the award-winning Trusted Education Network (TEN), our students consistently perform above average in national exams.

Have a chat with us and we'll be glad to share how we have been able to make kids realise their full potential.

Call us at 6588 9239

85 River Stancy Road
Singapore 156791

Website
www.excellence-institute.org

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

2. How does the institute pride itself? (1 mark)

3. 'A playground where future leaders are groomed'. What is the intended message? (1 mark)

4. Which word tells us that the institute functions as part of a group? (1 mark)

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

Exercise 30

Study the poster and answer the questions that follow.

FINAL CHANCE TO

JOIN THE

COOL BIKE
COOL BIKE

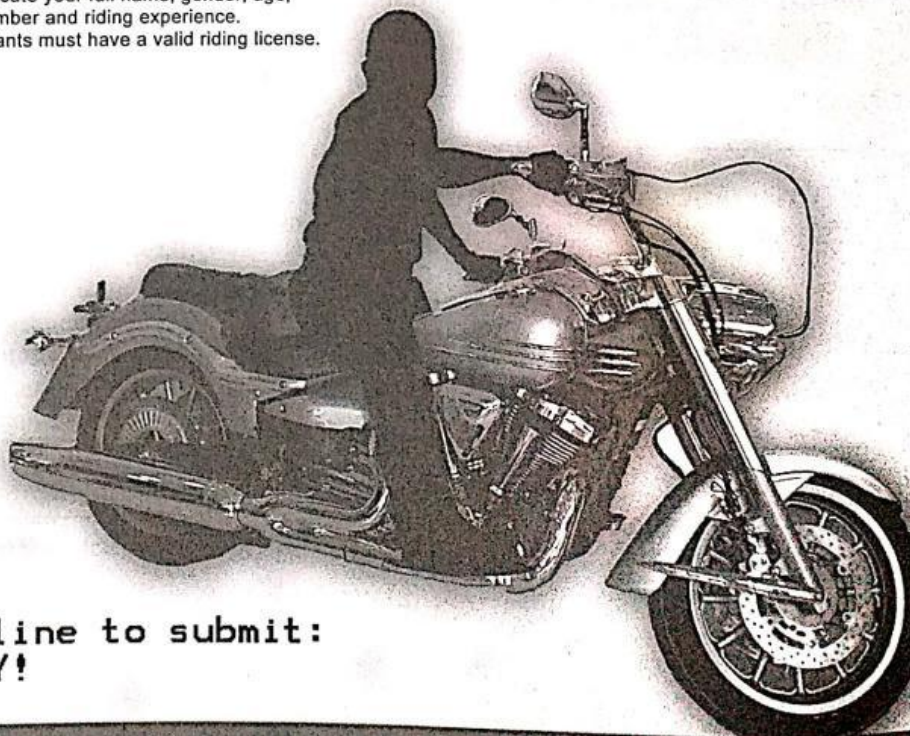
BIG BOYS' COUNTRY RIDE...

Be one of the lucky ten to ride any Cool Bike model of your choice on November 17 through the picturesque countryside. Each rider will also get a goodie bag worth \$500.

How to qualify

Submit a short article telling us your favourite model and why. Email your essay to mychoice@favbike.org

Please indicate your full name, gender, age, contact number and riding experience.
All participants must have a valid riding license.



**Deadline to submit:
TODAY!**

1. What do you think 'big boys' here imply? (1 mark)

2. 'Deadline to submit: Today!' What is the intended effect of the message? (1 mark)

3. Why do you think the advertiser requests participants to write essays? (1 mark)

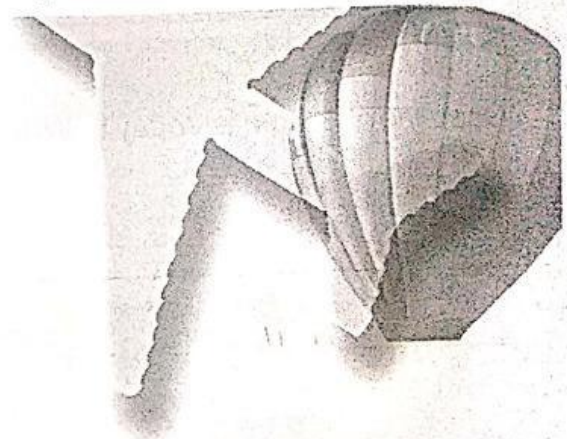
4. Who is the target audience of the advertisement? (1 mark)

5. What do you think the objective of the event is? (1 mark)

Exercise 31

Study the poster and answer the questions that follow.

Take your time
to enjoy your
duty-free
shopping at
iShop.org



We understand duty-free shopping can be difficult if you are rushing for your flight. That's why we want to make your shopping experience a more pleasant one.

Enjoy your shopping online and collect your purchases at your departure gate*.

iShop.org



* A departure gate is the transit hall just before you board the plane.

1. What does 'duty-free' refer to? (1 mark)

2. Who is the target audience? (1 mark)

3. '*Take your time to enjoy your duty-free shopping...*' What is the intended effect of the message? (1 mark)

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

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