

Upper Secondary

The Write Tribe

Visual Text Techniques
Ex 23, 24, 25



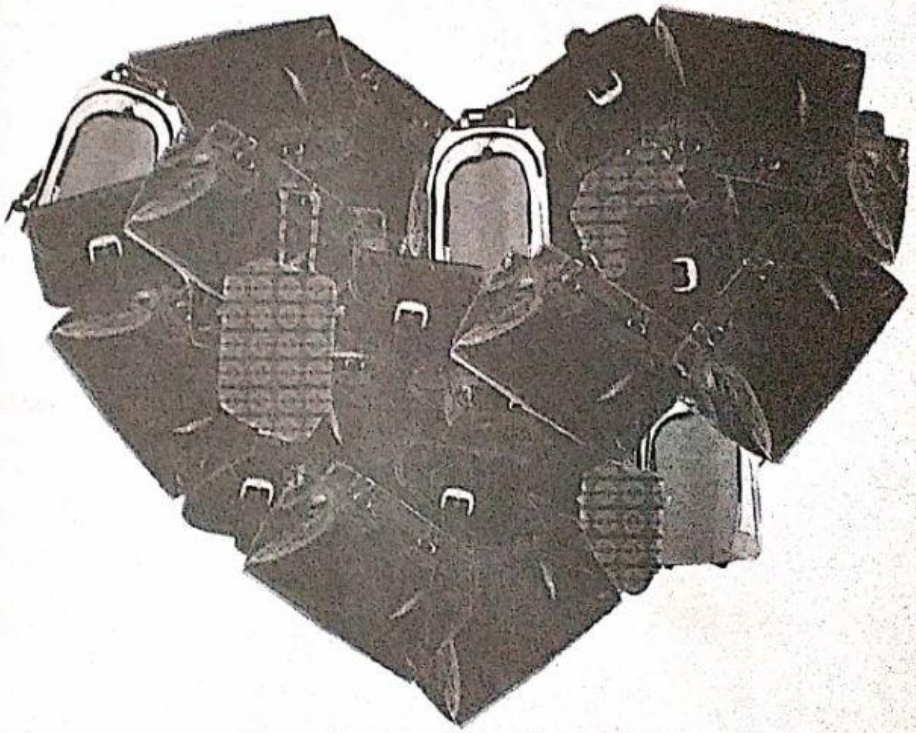
LIVEWORKSHEETS

Exercise 23

Study the poster and answer the questions that follow.

Sams Bag

Give your HEART with your bags.



We never believe in turning our backs against those in need. Rather, we turn to help. At Sams Bag, we want to stretch that helping hand together with yours.

Just trade in ANY bag to us and we will forward your kindness to charity. In return, we are happy to offer 40% discount on selected merchandise.

A proud partner of The Kind Initiative

Sams Bag is available at all leading departmental store.



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LIVEWORKSHEETS

1. *'Give your heart with your bags'.* What is the intended effect of the message? (1 mark)

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

3. What does it mean to *'trade in any bag'*? (1 mark)

4. Does one get to enjoy 40% discount once he has traded in a bag? (1 mark)

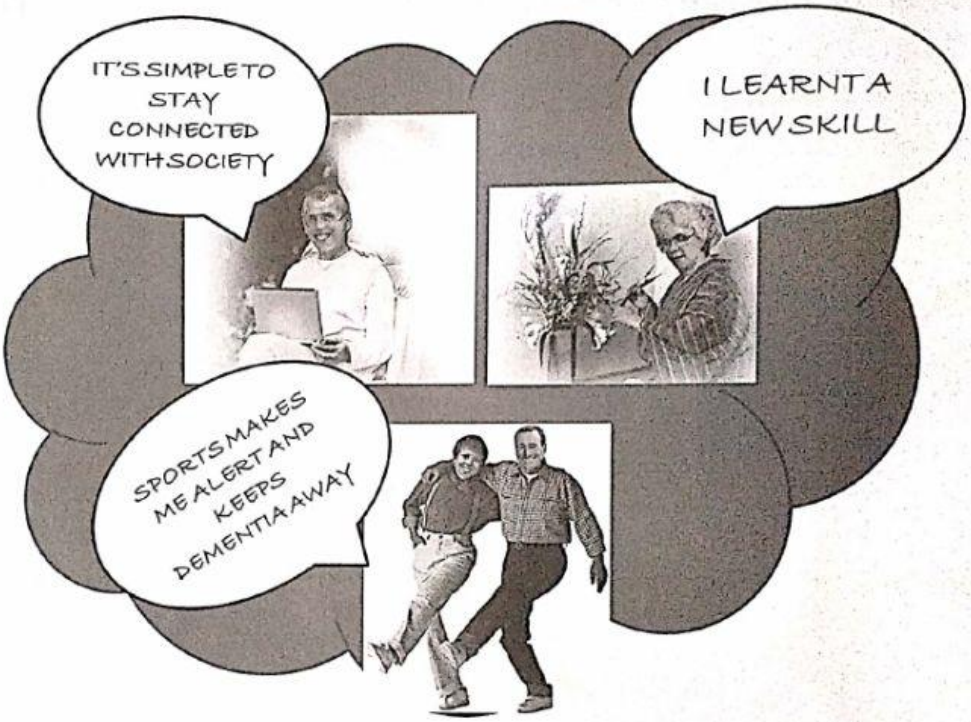
5. What benefits can be derived from the advertisement? (1 mark)

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LIVEWORKSHEETS

Exercise 24

Study the poster and answer the questions that follow.

AGE is just a number.



Live well...

Stay connected

Active ageing

The Seniors Association plays a fundamental role in raising awareness for active ageing. Using a variety of initiatives and events, we collaborate with stakeholders in engaging the elderly with society.

Enrich your life with endless adventures!

Seniors Assoc. Reach us at helpline 1800-456 188-9. www.seniorsassoc.org.

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1. *'Age is just a number'*. What is the intended effect of the message? (1 mark)

2. What do you think active ageing is? (1 mark)

3. How do the pictures support your answer in Question 2? (1 mark)

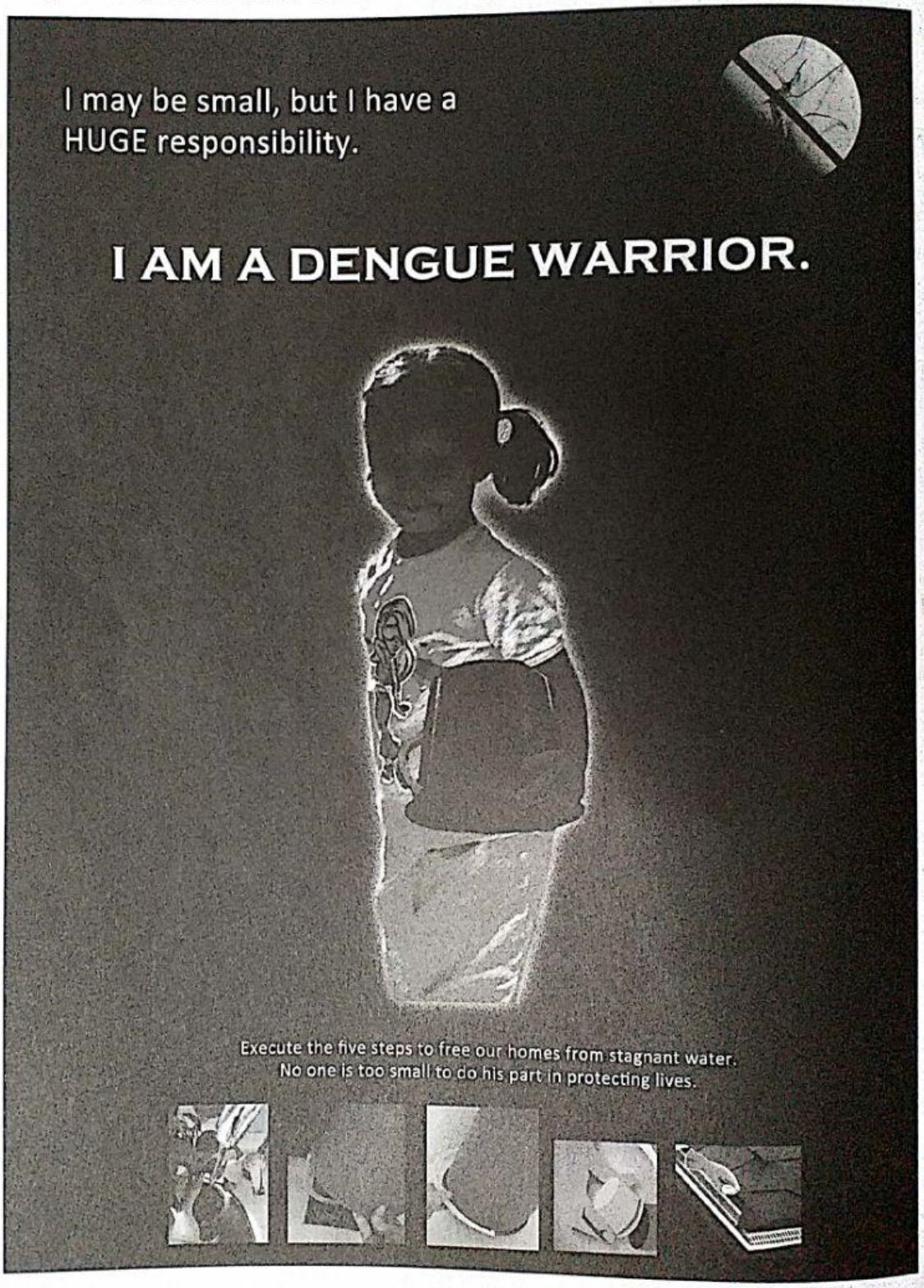
4. Who is the target audience of the advertisement? (1 mark)

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

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Exercise 25

Study the poster and answer the questions that follow.



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1. *'I may be small, but I have a huge responsibility'*. What is the intended effect of the message (1 mark)

2. What do you think are the five steps in preventing dengue? (1 mark)

3. How can you support your answer in Question 2? (1 mark)

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

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

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