Upper Secondary

The Write Tribe

Visual Text Techniques
Ex 26, 27, 28

LIVEWORKSHEETS

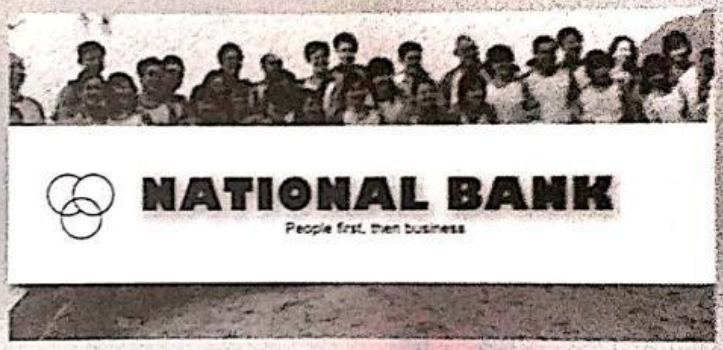
Exercise 26

Study the poster and answer the questions that follow.

People first, then business

NATIONAL BANK

We thank you for allowing us to serve through the generations.



As the oldest and most beloved bank here, we are fondly remembered for the various initiatives and programmes for our customers through the times. We are greatly honoured and thank you for your unwavering support.

Today, we continue to update our product and service offerings to meet your latest banking needs. Beyond our branches, ATM, Internet and phone banking, you can also reach us at post offices, community clubs, schools and convenience stores.

At National Bank, we constantly strive to preserve our tradition. A privilege we cherish deeply.

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LIVEWORKSHEETS

1. *'We thank you for allowing us to serve through the generations'*. What is the intended effect of the message? (1 mark)

_____

_____

2. What do you think the bank's tradition is? (1 mark)

_____

_____

3. *'People first, then business'*. What is the intended message? (1 mark)

_____

_____

4. How does the bank pride itself? (1 mark)

_____

_____

5. Which word tells us that the customers are loyal to the bank? (1 mark)

_____

_____

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Exercise 27

Study the poster and answer the questions that follow.

CONVENIENCE FOR YOU MAY BE INCONVENIENCE FOR SOMEONE WHO NEEDS IT MORE.

We may be unaware that people with disabilities usually do not have other routes to get around. To avoid adding to their inconvenience, we just need to be more considerate. Don't use lifts and toilets designed for the disabled. Also, never park in front of ramps and in handicap parking spaces.

Your thoughtfulness goes a long way.

By CareMatters Association

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1. '*Convenience for you may be inconvenience for someone who needs it more*'. What is the intended effect of the message? (1 mark)

_____

_____

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

_____

_____

3. Which word suggests that the inconsiderate behaviour may be unintentional? (1 mark)

_____

_____

4. '*Your thoughtfulness goes a long way*'. What does this imply? (1 mark)

_____

_____

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

_____

_____

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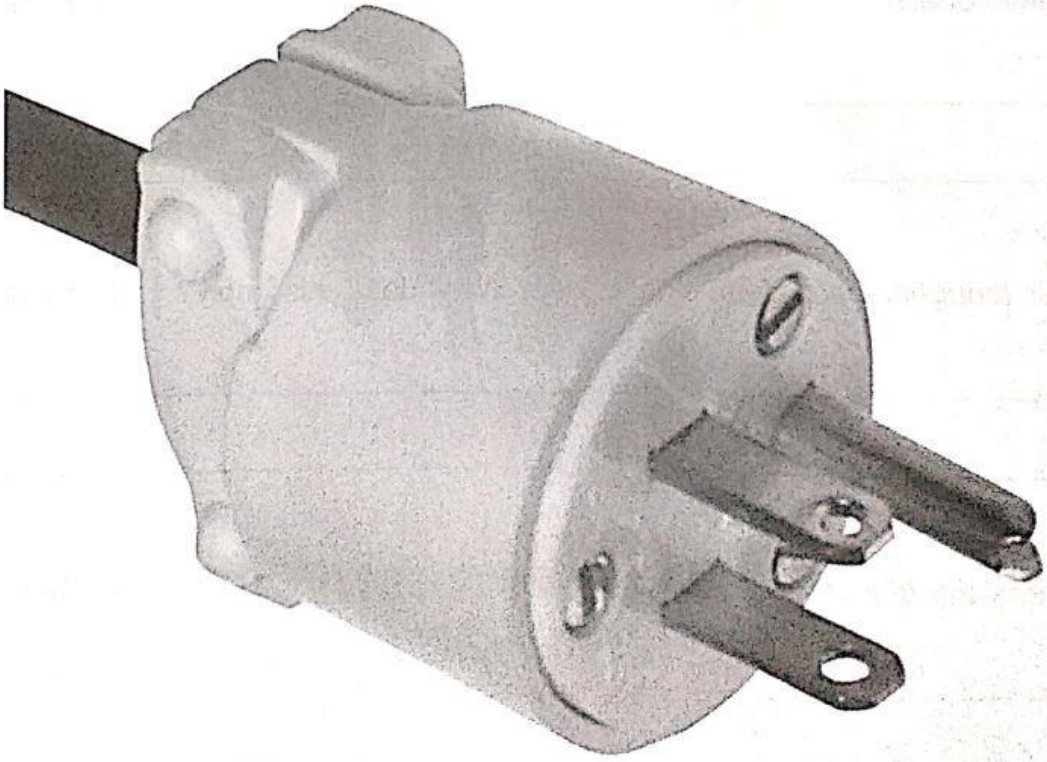
Exercise 28

Study the poster and answer the questions that follow.

Has your plug gone for a health check?

IMPORTANT NOTICE
We are aware of a small number of faulty plugs on specific models of cookers and washing machines. After a thorough investigation, we confirmed that the problem does not compromise performance and most importantly, safety of the equipment itself.

Nonetheless, to show our dedication in upholding quality, safety and reliability on all our products, we are conducting a free health check. Contact us at 1800 2224040 for an appointment.



POSH PLUGS

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

_____

_____

2. Is it compulsory to have all the plugs checked? (1 mark)

_____

_____

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

_____

_____

4. '*...upholding quality, safety and reliability...*' What is the intended message? (1 mark)

_____

_____

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

_____

_____

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LIVEWORKSHEETS