

**YEAR 12 *Trial Exam Paper***

**2019**

**ENGLISH AS AN ADDITIONAL LANGUAGE  
(EAL)**

***Section C Exam Practice***

***Sample responses and suggestions for  
approaching the examination***

**This book presents:**

- an overview of Section C
- sample answers for the comprehension questions in  
Section C – Argument and persuasive language
- three graded sample responses for the analysis question in  
Section C – Argument and persuasive language.

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## Exam guidelines

Section C of your end-of-year exam will focus on analysing argument and persuasive language. You will be required to answer a series of short-answer questions, and write an extended piece of prose that analyses how argument and language, including visual language, are used to persuade others to share a point of view.

**This section is worth 40 per cent of your total mark for the exam.**

Allow 70 minutes for this task – as a guide, you should spend approximately 10 minutes to read and annotate the paper, 25 minutes to answer the short-answer questions and 35 minutes to write the extended analysis.

### Exam criteria for Section C – Argument and persuasive language

Criteria	What you have to do
Understanding of the argument(s) presented and point(s) of view expressed	<ul style="list-style-type: none"> <li>• Show a clear understanding of the point(s) of view by identifying the <b>main contention</b> and the <b>main points</b> or arguments that are used to support it.</li> </ul>
Analysis of ways in which language and visual features are used to present an argument and to persuade	<ul style="list-style-type: none"> <li>• Demonstrate an understanding of some of the persuasive strategies used to present a point of view and position readers to agree.</li> <li>• Show <b>how</b> the text is designed to have an impact on the audience through its structure and approach, and through particular <b>word choices</b> and <b>visual features</b>.</li> <li>• Look for explicit and implicit appeals to the <b>values</b> that this audience might be expected to endorse; this will allow you to show a <b>perceptive</b> understanding of how argument and language are used.</li> </ul>
Control of the mechanics of the English language to convey meaning	<ul style="list-style-type: none"> <li>• Use <b>clear and precise language</b>, with accurate spelling and correct grammar.</li> <li>• Make effective use of <b>appropriate vocabulary, including metalanguage</b>, for discussing argument, persuasive language and the positioning of the reader.</li> </ul>

## How can you improve your score for Section C?

The table below presents the typical characteristics of high-, medium- and low-level responses to Question 2 of Section C. To achieve a top mark, your analysis should resemble the descriptions in the left-hand column of the table below.

<b>A high-level response:</b>	<b>A medium-level response:</b>	<b>A low-level response:</b>
shows that the student has read the ‘Background information’ carefully and demonstrates their understanding of the <b>context</b> of the piece and the <b>intended audience</b>	shows some evidence that the student has read the ‘Background information’ and shows some understanding of the context of the piece and the intended audience	shows little or no awareness of the context or the intended audience of the piece
focuses on analysing <b>how argument and language are used to persuade</b> rather than on simply identifying language techniques	focuses too much on identifying language techniques rather than on analysing the writer’s use of argument and language, and the intended effects on the audience	only identifies language techniques, showing little or no awareness of why the writer has used these techniques or the intended effect on the audience
analyses the ways in which <b>argument and language work together</b> to persuade and to create particular effects on the intended audience	adequately analyses the argument and the language with which it is presented but demonstrates limited awareness of the ways in which both aspects of the persuasive text operate together to create particular effects	fails to recognise or analyse the connections between the argument and the language used to present it
<b>incorporates analysis of visual material smoothly</b> , noting how it supports or contradicts the point of view presented in the text	includes analysis of visual material but does not necessarily incorporate it smoothly into the response	excludes analysis of visual material or the analysis is very basic

## Scenario 1: A tax on meat

### Question 1a.

Possible answers include:

- Positive – ‘your favourite restaurant’; ‘the special of the day’; ‘The moment you’ve been waiting for is here’; ‘excited at the expectation’.
- Negative – ‘Stinging your eyes’; ‘Sticking to the insides of your nostrils’; ‘the odour is overpowering’; ‘Your potatoes have taken on the taste of an ashtray’; ‘Your glass of red wine resembles a puddle on a dirty cement road.’

### Question 1b.

Possible answers include:

- Both smoking and eating red meat are bad for our health – ‘cost of their habit ... to themselves’; ‘gruesome medical conditions’; ‘The World Health Organization now classifies red meat as a carcinogen’; ‘by 2020, 2.4 million deaths ... will be attributable to eating red and processed meat.’
- Both smoking and eating red meat lead to high healthcare costs – ‘cost of their habit ... to our society’; ‘cost to healthcare expecting to reach US\$285 billion’.

### Question 1c.

Possible answers include:

- economic costs – cost of healthcare
- ethical costs – slaughter of animals, poor treatment of animals before slaughter
- impact on personal health – elevated risk of disease, potential carcinogen, potential cause of death
- environmental costs – greenhouse gases, water requirements, forest clearance.

**Note:** You are required to provide two different reasons – it is suggested that you draw from two different categories, such as ethical costs and environmental costs.

### Question 1d.

Possible answers include:

- Humans have been eating meat for centuries.
- Meat is part of a balanced diet.
- Good-quality meat has a low risk of health problems.

### Question 1e.

the alcohol industry

### Question 1f.

As a butcher, Torvill is afraid of losing his job/livelihood if such a tax were introduced.

## Question 2

Local newspaper columnist Parminder Preciosa has written an opinion piece firmly asserting that a tax should be introduced on red meat. Employing informal language and a passionate tone, Preciosa targets readers of her column, particularly those who eat meat. In his letter to the editor in response to the opinion piece, local butcher Terence Torvill attacks Preciosa's contention, angrily suggesting that her point of view is harmful and narrow.

Preciosa commences her article with an extended imaginary scenario as she introduces a familiar situation to her readers. She makes extensive use of positive language such as 'favourite restaurant' and 'the moment you've been waiting for' to paint a picture of being about to experience an enjoyable dinner, but the language suddenly becomes negative when she highlights the impact that smoking has on your enjoyment. Verbs such as 'stinging' and 'overpowering' position readers to feel the pain and disgust caused by the cigarette smoke, before she emphasises the likely emotional reaction – 'mad ... furious'. After her use of emotional language in the opening of her article, Preciosa then takes a more factual approach by providing evidence of the dangers of smoking, highlighting 'the cost of their [smokers'] habit, both to our society and to themselves' and the 'gruesome medical conditions that can affect even the most casual smoker'. Without yet mentioning a tax on red meat, Preciosa focuses on creating an image of an enjoyable occasion ruined by the selfish behaviour of people consuming a substance that has a significant cost to others. She goes on to suggest that the behaviour of people who eat red meat is similar to the behaviour of smokers, positioning readers to view meat-eaters in a similarly negative light.

Having highlighted the dangers of smoking, Preciosa makes connections between cigarettes and red meat, suggesting that sausages are 'just as much a threat to your health as that packet of cigarettes'. She supports this with evidence from the respected global association the World Health Organization, which 'classifies red meat as a carcinogen', and highlights the '2.4 million deaths' that 'will be attributable to eating red and processed meat', along with the 'estimated cost to healthcare' of 'US\$285 billion'. These facts and figures are intended to shock readers, who are likely to be familiar with the use of such language and statistics in regard to smoking, but may consider red meat to be a harmless food source. Preciosa acknowledges this potential confusion in her readers, with the comment that foods such as 'bacon and eggs' are 'so delicious', but then highlights that this is 'what they said about cigarettes once upon a time'. By making a further connection between red meat and smoking, Preciosa asserts that readers need to change their views on eating meat, just like society changed their view on smoking. Her encouragement to readers to question their view of red meat is further enhanced by the photograph that accompanies the article. In it, raw meat appears on a plate in the shape of a question mark. By presenting red meat in this way, readers are invited to question their choices, and to consider whether their enjoyment of red meat is worth the potential negative consequences.

At this point Preciosa finally states her contention, declaring that a tax on red meat should be introduced. She emphasises the positive economic and health benefits she believes

this would have, before highlighting the positive environmental effects of such a tax. She uses these three types of benefits to emphasise the importance of a tax on red meat, and to appeal to a wide range of readers, as it is likely that at least one aspect – economic, health or environmental – will resonate with most readers. Preciosa further explains the environmental impact of meat production, highlighting the ‘7000 litres of water’ needed to produce just ‘500 grams of beef’, which readers may view as wasteful and inefficient, particularly in a naturally dry country such as Australia. She then concludes by reasserting her opinion that a tax on red meat should be introduced by making a final connection between smoking and eating red meat and the societal damage of both. Preciosa attempts to appear balanced by stating that no-one should ‘dictate what people can and can’t do’, while attempting to position readers to agree that red meat causes widespread damage and, like cigarettes, it should be taxed.

In response, butcher Terence Torvill angrily rejects Preciosa’s argument, attacking her ‘narrow point of view’ and suggesting that there are other, more dangerous things that could be taxed. He highlights the historical importance of red meat in the human diet, reminding readers that humans have eaten it ever since ‘living in caves’, and he downplays the dangers of meat by suggesting that buying ‘good-quality cuts’ can minimise a lot of the health concerns. Torvill’s experience as a butcher, coming from a family of butchers, may position him to readers as reliable. He is likely to have a lot of experience in working with meat, thus strengthening his logical point that taxing red meat would ‘drive people to purchase lower-quality products’. He goes on to suggest that ‘the alcohol industry’ would be a better target as it ‘makes huge profits out of making people sick’. As the widespread negative social and health effects of alcohol are commonly known, this encourages readers to consider that higher alcohol taxes may be a better option, as alcohol isn’t necessary for the human body, whereas some of the nutrients in red meat are. Torvill also seeks to position himself as a struggling ‘hardworking small-business owner’, in contrast to ‘the alcohol business’, in an attempt to gain sympathy from readers who may favour smaller-scale, local workers instead of big corporations.

## Scenario 2: Buying pet-shop fish

### Question 1a.

Possible answers include:

- angry
- livid
- upset
- annoyed.
- fuming

**Note:** ‘Furious’ is not an acceptable answer, as the question states to use your own words.

Evidence includes: she describes herself as ‘furious’; the word ‘furious’ is in italics for emphasis; she uses a lot of exclamation marks at the end of her sentences; the phrase ‘I’m never going back there again!’ is emphatic and shows Smith’s determination to take action; she gives a description of fish not receiving proper care.

### Question 1b.

Possible answers include:

- She is critical.
- She thinks they are useless/incompetent.
- She thinks they are poorly trained.

**Note:** The response must relate to her opinion of the staff – therefore ‘angry’ is incorrect, as it relates to her emotional state.

Evidence includes: use of sarcasm (‘Apparently’, ‘of course’, ‘absolutely zero knowledge’); use of negative description (‘the employee just shrugged’, ‘he couldn’t even answer me’ and ‘zero knowledge of caring for a Betta’).

### Question 1c.

Possible answers include:

- They are very small.
- The males shouldn’t be housed together.
- They could make the fish stressed.
- There’s only plastic to keep them separated.

### Question 1d.

Jurgen had also been to a chain pet shop where Bettas were kept in poor conditions.

### Question 1e.

Possible answers include:

- to make the journey as easy as possible
- to allow them oxygen to breathe
- to reduce the pressure on their bodies.



## Question 2

Following her ‘negative experience of buying fish in a pet shop’, Rowena Smith, a mother, wrote a blog post criticising pet shops and encouraging people to stop purchasing fish from them. The post, which employs an outraged tone, was published on her blog, ‘EcoMums’, and targeted to followers of her site, particularly those who support animal welfare. Smith also includes an image in her post to highlight the low survival rates of pet-shop fish. In response, Jürgen, a father, challenges Smith’s opinion, arguing that people should not view all pet shops as the same.

Smith’s outrage is clear from the beginning of her post, as she opens by recounting her recent experience at a ‘chain pet shop’ and her determination to never to visit one again. Using a conversational style, she aims to treat readers as though they are her friends, as she describes the terrible conditions the Bettas were kept in, each in a ‘tiny plastic cup’, with ‘unclean water’ and ‘the poor fish ... practically stacked on top of each other’. These descriptions are intended to appeal to the animal lovers who are reading the blog post, who are likely to agree that the conditions are cruel, and hence to think that something needs to be done to help the fish. Smith’s rhetorical question, ‘What are these pet shops thinking?!’, along with her critical description of the behaviour of the employees who ‘shrugged’ and ‘had zero knowledge on caring for a Betta’, aims to position readers to view the pet shop in a negative way, as a company that doesn’t care properly for the animals it sells.

After attacking the employees’ attitudes, Smith criticises the suitability of the products sold by the pet shop. Following her earlier alliterative description of the Bettas’ conditions as ‘plastic prisons’, she attacks the aquariums sold for Bettas as ‘disgustingly small’ and laments that they could ‘cause a massive amount of stress on the fish’, which would potentially lead it ‘to get sick and die’. This is aimed to provoke anger and concern in her readers, who are likely to want animals to be well treated and are therefore positioned to listen to suggestions about how to fight against this poor treatment. Smith’s argument is supported by the embedded image, which depicts the extremely high number of fish that die between capture and purchase. Fish skeletons are used to illustrate the large proportion of fish that die, while the number that survive only make up a very small part of the circle, making it clear that very few pet-shop fish survive long after capture.

Smith concludes her argument with a call to action, asking ‘all of [her] friends and followers’ to join her in refusing to buy from pet shops. She again makes use of a rhetorical question, this time to imply that animal welfare is not a high priority for these shops. She uses language with negative connotations – ‘starve’, ‘rot’, ‘dirt’, ‘disgust’ and ‘unethical’ – throughout her final paragraph to reinforce the conditions of the Bettas and the feelings this provokes in her. The aim is to leave her animal-loving readers thinking about the poor fish, and to position them to support her by taking action to protect the Bettas by boycotting pet shops.

In response, Jürgen shares his experience of buying fish from a pet shop. He begins by partially supporting Smith's point of view, describing a 'pet-shop chain' where the fish looked 'a bit sickly and neglected'. However, he goes on to say that when he called the head office – something Smith has yet to do – they were 'extremely concerned'. This implies that the pet shops do care about animal welfare, and that perhaps the shop Smith visited was one bad example, rather than representative of all shops. Jürgen then describes the 'independent aquarium' he visited, and presents it in a positive light, with its 'clean water', 'many wiggling Bettas' and 'a very helpful employee'. He then provides an explanation for the 'tiny jars' in which the fish are kept, along with their travel conditions, suggesting that these things are necessary for the safety and happiness of the fish. Overall, through this logical approach that subtly challenges much of what Smith suggests, Jürgen aims to position readers to see that there can be more to animal care than appears at first sight, and therefore readers should think carefully and do their research before they stop shopping at a pet shop.

### **Scenario 3: Sunflower selfies**

#### **Question 1a.**

Possible answers include:

- they damage the plants
- they damage property
- there are too many of them / large crowds
- they block the roads
- they drop litter
- they are rude.

#### **Question 1b.**

The council has done nothing.

#### **Question 1c.**

a negative or uncaring image

Evidence includes: verb connotations ('trample', 'snap') and negative descriptions ('armed to the teeth').

#### **Question 1d.**

Possible answers include:

- extra money for the farmers
- extra money for the local economy / local businesses / the community
- opportunities for new projects – coffee carts, local markets.

#### **Question 1e.**

Possible answers include:

- people should be able to experience nature for free
- photographers provide free publicity for the fields
- other places aren't charging.

## Question 2

The sharp increase in tourists taking photos of the sunflower fields of Sunnyside led to sunflower farmer Harvey Sunshine addressing an emergency local council meeting to propose a fee for tourist photos. The image accompanying the transcript of his speech establishes him as a concerned farmer, and his speech targets the wider community. Alysha Savannah uses her social media post to object to payments for photos. She appeals to her followers, who have previously shown interest in her posts.

Sunshine uses his position as a well-known local and a man of action to draw listeners to his side. He uses casual and inclusive language to address the audience as friends, ‘fellow farmers’ who have ‘come to know’ him over the years. He uses humour and self-mockery (describing himself as the ‘resident curmudgeon’) to put the audience at ease, to encourage them to listen to and support his views. He also acknowledges his ‘reputation’ as someone who often complains in order to set his concern about this issue apart from his previous complaints, because ‘every now and then, issues need to be brought to people’s attention’. He directs the meeting to do something about the tourist problem with an inclusive call for support – ‘we must speak our mind, loudly and clearly’ – that positions locals to share his view that this is about a serious problem needing immediate action.

Sunshine shifts his focus to the ‘huge increase in the number of tourists’ and the damage they are causing for locals, while blaming the council for inaction. The photograph of him looking carefully at a bent flower head with the caption ‘Harvey Sunshine inspects his sunflowers for damage’ illustrates his claim that the number of tourists is ‘causing chaos’ to the crops. He uses further colourful language to create a sense of urgency, describing the tourists as warlike invaders arriving in ‘huge crowds’, ‘armed to the teeth’, ‘climbing my fence, or cutting the wire’. This leads the audience to think that the behaviour of the tourists is out of control and needs to be managed. Sunshine follows with an appeal to reason about the financial cost for farmers by using personal anecdotes of careless visitors trampling ‘hundreds of dollars of plants underfoot’ and ‘snap[ping] off the heads’ of his plants as souvenirs, to lead other locals to agree that such behaviour cannot be ignored and that costs need to be covered.

By labelling the inaction of the local council as ‘cowardice’, Sunshine leads the meeting to support his economic solution of charging tourists to enter properties for photos. He appeals for support by outlining the potential benefits to the wider business community through associated economic activities like ‘coffee carts’ and ‘markets’. He drives home the need for ‘urgent’ action by creating a sense of rivalry with another town already charging tourists. The members at the meeting are led to think that if they don’t make the tourists pay, this rival town will get the economic advantage. By presenting the meeting with a choice between paying for tourist damage themselves or charging the visitors, Sunshine positions the audience to follow the economically rational path of charging for photos. He makes a direct appeal to the meeting with his final repeated calls for ‘support’. He uses a progression of

pronouns from 'I' to 'you' and 'our' to show that the proposal will benefit more than a few individuals, aiming to make those in the meeting see that it will benefit the whole town.

Alysha Savannah uses her social media post to appeal to her followers in support of their right to take photos for free. She flatters her audience by addressing them as 'photogenics', suggesting that they look attractive in photos. She uses a previous photo taken for free in Sunnyside to highlight the issue and make a connection with her followers as individuals interested in beautiful photos. Savannah claims her photos share 'the beauty of nature' in order to give her hobby a higher altruistic value and lead her followers to agree that their photos provide publicity for the places they feature. She undermines the idea of a fee for pictures with her exclamation 'I could hardly believe it' and by suggesting exaggerated future charges like paying to enjoy 'a sunny day or a glass of water'. This leads her followers to see the photography fee in the same light as those extreme examples: unreasonable and unnecessary. She ends with a threat to take photos at the many other free places and uses a mock apology – 'Sorry Sunnyside, but I'm going elsewhere' – to suggest that the town is missing out by losing her patronage, and inviting her followers to take her lead.

Whereas Sunshine presents himself as a farmer under siege and the issue in terms of the economic cost versus opportunities for the local town, Savannah presents herself as a helpful photographer providing free publicity for Sunnyside. She regards the issue as her right to take free photos rather than a privilege she needs to pay for.

### Scenario 4: Single-use takeaway coffee cups

#### Question 1a.

Possible answers include:

Elwina Aberforth's reasons	Slow Dan's responses
Time pressure – she is very busy.	Some things are best enjoyed slowly. Disposable cups are not compatible with the vision of the business.
Convenience – disposable cups allow her to drink coffee on the go.	We are all responsible for protecting the environment; everyone needs to make sacrifices.

**Note:** Each of Slow Dan's responses must match the corresponding argument made by Aberforth.

#### Question 1b.

Investigate biodegradable options for takeaway cups and utensils.

#### Question 1c.

Convenience – she is prepared to drink lower-standard/worse-tasting coffee if it comes in a takeaway cup.

Evidence includes: 'I admit that their lattes are not of the same high standard'; 'I have been forced to make this sacrifice for the sake of convenience'; 'walking past Slow Joe's ... is a bitter experience'.

#### Question 1d.

Possible answers include:

- significant financial risk to the company
- potential to lose customers or make them unhappy
- not easy to make sacrifices.

#### Question 1e.

Possible answers include:

- 'Like you, I am a busy person'.
- 'we recognised that we might make some customers unhappy'.



## Tips for Question 2

- *The writer of the first letter takes a logical approach to her argument, detailing how tightly scheduled her time is and why she seeks convenience. In contrast, the writer of the second letter uses emotive language such as ‘wholesome touch’, ‘preserving our future world’ and ‘authentic hospitality’ to suggest a more compassionate approach to the issue. Compare the tone and structure of the first letter with the response from the CEO, who relies more on appeals to emotion and on appeals to fears about the future to convey his opinion.*
- *Pay attention to the images that the language of the first letter aims to create, particularly through phrases such as ‘sub-standard coffee in a sub-standard cafe is a bitter experience’. Consider how the writer conjures the taste of bad coffee for the audience to emphasise her disgust with the cafe’s policy and to position others to reject it also.*
- *Consider how the graphic in the CEO’s response works with his words to attempt to persuade the recipient to support the cafe’s commitment to helping save the planet. The graphic suggests that the consumer has the power to make a change and be directly responsible for helping to preserve the environment. Through the combination of the logo for Slow Joe’s and a slogan that relates to their philosophy, the graphic aims to present drinking coffee inside a cafe as an environmentally friendly solution.*
- *Analyse how the writer presents herself through the language and tone of the first letter. The piece suggests she is a busy person with many important tasks to complete throughout her day, and enjoying a cup of coffee enhances her productivity. Consider how language choices such as ‘time and convenience are very precious to me’ generate an appeal to the intended reader’s sympathy.*

### Scenario 5: The 9-to-5 workday

#### Question 1a.

People who work traditional, fixed hours, and people who choose their hours and have more flexible work times.

#### Question 1b.

Because saying you enjoy work is an unpopular and potentially shocking opinion that is very different to the opinions of most people, and saying you like to ‘kick puppies’ is the same.

#### Question 1c.

Possible answers include:

Positives	Negatives
You can set your own schedule. You can choose where to work from. You can work when you are most productive. You have freedom (not being ‘inside a box’).	You work longer hours. You work nights. You work weekends. You miss out on holidays. There’s more responsibility. You can ‘lose money and your mind’.

**Note:** Only one negative response relating to time will be accepted.

#### Question 1d.

Possible answers include:

- security – a regular wage, guaranteed work, less risk
- more freedom to do things you enjoy outside of work hours
- increased efficiency – have to meet a deadline each day
- opportunity to work with others / give back.





## Tips for Question 2

- *The writer structures the article by presenting the main positions on the issue one at a time – first outlining the majority point of view and then exploring the opposing view. This approach eases the reader into the writer’s argument, allowing them to see how the writer came to her viewpoint and positioning them to consider her thoughtful and reasonable.*
- *Note how the writer adopts a casual, conversational tone throughout the piece, directing questions to the reader (‘If you had a choice, which would you choose?’) and using humour to engage them in the debate. These strategies are aimed at establishing a rapport with the reader, to encourage them to agree with the writer’s point of view.*
- *Pay attention to the language used in the first section of the article, where the writer introduces the majority view of the 9-to-5 workday. Here she uses loaded language that offers a highly negative characterisation of those who work a traditional 9-to-5 workday such as ‘salary slaves’ and ‘unfortunate people’. These vocabulary choices have connotations of victimhood, positioning readers to sympathise with this group of workers but also to want to disassociate themselves from it. The use of words such as ‘clearly’ suggests that this view of 9-to-5 workers is universally accepted.*
- *Make sure you comment on both images accompanying the article. In this case, both offer a similar perspective on the issue, one by emphasising the negative aspects of a non-traditional workday and the other by emphasising the positive aspects of working a 9-to-5 job. The first shows a man working from home, surrounded by paperwork and looking tired or overwhelmed, conveying the impression that non-traditional work arrangements can be stressful and unpleasant. The second image presents a positive view of the traditional working lifestyle by depicting a group of colleagues celebrating a work achievement together. The joy on their faces suggests that this sort of work arrangement is relaxing and pleasant.*

## **Scenario 6: The narrowing of Beach Road**

### **Question 1a.**

Reason for supporting narrowing the road: The council can extend the Bay Trail / can extend the joint walking and cycling track.

Reason for opposing narrowing the road: It will be more dangerous for drivers and cyclists / could become a deathtrap.

### **Question 1b.**

Possible answers include:

- started a petition
- conducted leaflet campaigns
- emailed councillors and rate payers
- set up a Facebook group
- created and displayed banners.

### **Question 1c.**

Possible answers include:

- The council has already approved the narrowing.
- VicRoads think the changes are safe.
- Only a small number of parking spots will be lost / many parking spots (900) will still be available.
- Cyclists will be safer using the Bay Trail / Bicycle Network Victoria supports the change for safety reasons.

### **Question 1d.**

Perkin's view: The Bay Trail is dangerous – it used by less-confident cyclists, injuries can occur and it will become more dangerous as people try to cross it.

Resident's view: The Bay Trail is safer for cyclists – they will always get into accidents on the road.

### **Question 1e.**

Possible answers include:

- because it will increase the value of their homes
- they will get a better view of the ocean.



## Tips for Question 2

- *The beginning of the opinion piece resembles a news report, outlining the issue and the people involved, before shifting to become more of a personal reflection. Perkin's inclusion of his opinion on and experience with the narrowing of Beach Road is intended to elicit empathy from the reader and invite them to take his side by presenting him as someone with a personal knowledge of and investment in the issue.*
- *Note that Perkin frames the issue as being about concern for cyclists and pedestrians, as well as for car drivers. This allows him to draw a wider audience, without alienating anyone. Contrast this with the resident's contribution to the community's newsletter, where the writer presents the protests against the narrowing of the road as being driven by a group of wealthy residents at odds with the rest of the community.*
- *Pay attention to how the writer of the letter uses inclusive pronouns such as 'we' and 'our' to establish themselves as a spokesperson expressing the interests of the community. How does this differ from the way Perkin presents his opinion in his article?*
- *Consider how the image of members of the anti-narrowing lobby outside the council offices presents the group as a collection of ordinary people standing up against unreasonable government decision-making. How does this image contrast with the portrayal of the lobby in the resident's letter?*

## Scenario 7: Device-free spaces

### Question 1a.

Because they are inconsiderate towards other people / have loud conversations on their phones in public places.

### Question 1b.

Possible answers include:

- ‘glued to their screens’
- ‘zombie-like daze’
- ‘barely manage to sit properly’ / ‘barely manage to ... display basic social manners’
- ‘What happened to the time when we talked to one another on the morning commute?’
- ‘the terrible effect it’s having on our ability to interact with one another’.

### Question 1c.

Possible answers include:

- a space free of blue light from screens
- being able to read a newspaper or a book
- greater opportunity to have a conversation with someone.

### Question 1d.

The AAA is not against the use of technology, but it thinks there should be some restrictions.

Evidence includes: ‘we are not anti-technology or anti-devices’; ‘We believe there is an urgent need to draw a line between the areas of our lives that are device-friendly and those that are device-free’; ‘a group of community-minded individuals for the preservation of device-free spaces’.

**Note:** 2 marks are awarded for providing two reasons, and 1 mark is awarded for providing evidence. The mark for evidence may be awarded for summarising relevant detail, rather than providing a quote.

### Question 1e.

Possible answers include:

- people have always ignored one another on trains
- in-person conversations on trains are just as annoying
- this is not a new problem.



## Tips for Question 2

- *Analyse how the argument is structured in the opinion piece. The writer first offers examples of commuters using their devices on public transport, aiming to present her experience as common and relatable to get the reader onside. Following the examples, she presents her opinion and supporting arguments. Once her viewpoint is outlined, she introduces a solution and quickly addresses the criticism she anticipates she might receive, with the aim of disarming the reader.*
- *The image complements the opinion piece by further emphasising the negative effects of mobile devices. Each person in the graphic is folded in on themselves and unable to pay attention to their surroundings, even when they are engaged in a fun activity. The layout of the image conveys a sense of monotony, suggesting that by using mobile devices, people are missing out on experiencing the world around them.*
- *Consider the language and its likely effect on the reader. Phrases such as ‘zombie-like daze’, ‘wiggle our thumbs’ and ‘anti-antisocial technology’ contribute to a highly negative image of mobile phone users as well as generating a sarcastic and humorous tone aimed at entertaining the reader and therefore making them more likely to accept the writer’s strongly expressed viewpoint.*
- *Compare the use of emotion-based and logical arguments in the opinion piece and the response. Tsipras uses emotive language, rhetorical questions and evocative imagery to build up a highly negative view of device users, in contrast to the highly positive image she depicts of device-free spaces. The comment, however, uses logic and a down-to-earth tone to suggest that Tsipras is overreacting to a long-standing issue and is unfairly demonising mobile phones.*

## Scenario 8: Wedding photography

### Question 1a.

The blogger means that her mother is old-fashioned and out of touch because she doesn't understand that modern brides often don't hire wedding photographers.

### Question 1b.

Possible answers include:

- They are very expensive.
- They 'practically stalk you' – they are very pushy and persistent.
- They ask strange questions.

### Question 1c.

Possible answers include:

- They're cheaper – they 'might only charge you a few hundred'.
- You can get the photos much quicker – 'you won't have to wait months and months and months to enjoy what it looked like when all your planning came together'.
- You'll get lots of different and unique photos / better having lots of people taking photos than just one – 'It's hard for one person to catch each and every awe-worthy moment'.
- More chance of the photos being personal – 'only the people that know me will be able to take pictures of the things that are important to me. Why would I trust a stranger with that?'.

### Question 1d.

Possible answers include:

- They're trained artists so you'll get better photos.
- They know what photos to take and what people like.
- It means that family and friends can enjoy the wedding.
- You can relax because you know someone is taking photos.



## Tips for Question 2

- *The blog writer adopts a conversational and confessional tone throughout the piece, using anecdotes and examples from her own experience to appear more relatable to the reader. The use of rhetorical questions (‘Do you know how strange it is to hire someone to follow you around for an entire day?’) is designed to build understanding and common ground between writer and reader and ultimately bring the reader onside.*
- *Consider how the writer makes appeals to the readers’ egos, and particularly to their desire for a perfect wedding, encouraging them to prioritise their needs over the wellbeing of others (the ‘total stranger’). Compare the language used in the blog with that of the comment, where the writer adopts a much more measured and formal mode of address to consider the other parties involved in the issue.*
- *Consider the context of the blog post and the intended audience. Readers of a wedding blog are likely to resemble the demographic of the writer – young women (perhaps millennials) – and are therefore more inclined to share the writer’s views on the issue of professional photography. Note how the language used in the post is designed to appeal to this audience (for example, the use of terms such as ‘mum-zilla’; descriptive words such as ‘insane’ to describe the cost of hiring a photographer; and explicit appeals to ‘our generation’).*
- *When analysing the accompanying image, consider how the idealised presentation of the couple and their ‘perfect day’ is likely to appeal to the target audience (young brides-to-be), and how this contrasts with the ‘horror stories’ portrayed in the comment.*

**Scenario 9: Wearable technology in the workplace****Question 1a.**

Possible answers include:

- improves employee health
- reduces sick days
- saves the business money – not having to pay for sick leave
- improves productivity.

**Question 1b.**

retail and manufacturing

**Question 1c.**

Possible answers include:

- physical protection / injury prevention
- safety (in high-risk environments)
- mental health management.

**Question 1d.**

Forsythe thinks employees will be reluctant to use wearable tech due to privacy concerns.

Forsythe suggests that businesses should educate their employees about how they'll be affected and how their privacy will be protected.

**Question 1e.**

those involved with heavy lifting / heavy physical labour





### Tips for Question 2

- *Consider how the identity of the writer of the opinion piece might affect the way in which the audience responds to his point of view. The credit line suggests that he is experienced and knowledgeable in the field, prompting the reader to trust his opinion. This authoritative status is also suggested by his use of statistics and references to high-profile multinational companies in his examples.*
- *Consider how the main tone of the article is likely to affect the audience. It is upbeat and positive, and reflects a professionalism appropriate to the context in which the piece appears. This is intended to evoke feelings of trust and positivity in the audience, who are likely to be fellow businesspeople eager to find out about ways to increase productivity in their workplaces. Appealing to their desire to be modern and up to date, the writer uses motivational expressions such as 'keep ahead of the curve' with which such an audience is likely to be familiar and find compelling.*
- *Analyse the way the image presents an alternative viewpoint to that expressed in the opinion piece by focusing on the employees' perspective. The employee shown is clearly stressed, as indicated by the beads of sweat around his face as he runs. The fact that his wearable device is telling him that he is fired suggests that such technology is likely to have excessive and invasive power over employees' lives and that it is pitiless and impersonal. The viewer is positioned to identify with and feel sympathetic towards the hapless employee and to therefore view wearable technology in the workplace as dangerous and dehumanising.*

## Scenario 10: Artificial intelligence in the classroom

### Question 1a.

Possible answers include:

- can identify students' individual strengths and weaknesses
- can identify *how* students work through problems
- allows more time to work on complicated concepts
- allows more time to work with students who need additional help
- allows greater face-to-face time with students.

### Question 1b.

Possible answers include:

- reduces the need to purchase textbooks
- longer-term solution – 'it won't need to be replaced for many years'
- reduces need for printing and paper.

### Question 1c.

It will prepare them for careers that will probably involve using technology.

### Question 1d.

1. too much screen time, leading to reduced family time
2. negative effect on social development.

### Question 1e.

At home	At school
talking over dinner	working in groups
playing cricket in the backyard	comparing answers with classmates



### Tips for Question 2

- *As a letter to parents from a school leader, the first text aims to be both informative and authoritative, while also being approachable. Observe how the writer balances these factors. Also pay attention to the particular vocabulary choices that establish the main tone.*
- *The principal uses words such as ‘revolutionary’ to talk about the technology, and describes it as having the ability to ‘transform’ the role of teachers. This conveys a sense of excitement (and inevitability) about the prospect of AI in the classroom, positioning the reader to want to be involved in something new and cutting-edge. Consider how the principal’s appeals to an exciting technology-driven future contrast with Ron Butler’s appeals to the simple wholesomeness that is associated with another time (playing cricket in the yard, talking to each other over dinner).*
- *Note how the principal anticipates criticism of the plan (parents having concerns about the amount of screen time their children will be exposed to) and addresses it by appealing to the expertise of the AI company (‘the research team at Teachie assures us ...’). Consider why this might be more persuasive for the reader than if the principal addressed the concerns by referring to her own opinions and judgements.*
- *The image shows productive children in the classroom, seemingly using the AI technology. The technology itself is framed to look unthreatening, and the smile on the boy’s face is intended to reassure concerned parents. Consider how this image supports the claims made by the principal and would be likely to lessen the fears of parents.*

**END OF SAMPLE RESPONSES**