

Tackling Paper 2 Section A (EL 1184 Paper 2)

Text 1: The Visual Text

The visual text could be a webpage of an organisation, a campaign poster, a job advertisement or an advertisement of a product, service, etc. You could be asked questions about:

- the effect of the headings (vocabulary: choice of words in context)
- the effect of the pictures/illustrations/photograph
- the effect of the information
- the main sentence of the visual text

Understanding the visual text

In general, your understanding of a visual text depends on your knowledge of the overall objective of the text. The common objectives are:

- to prove that the company/product/service will meet the target group's needs
- to project the right company image

Target group's needs

Each visual text targets the needs of a particular group of people, in order to convince them that the company is capable of meeting their needs. People can be grouped according to their behaviour, dressing, age, occupation, gender, economic status, marital status, physical health, etc.

Company's image

A visual can also be used to promote the credibility and reliability of the company to convince the reader that they can trust the company. A company can appear efficient, friendly, advanced or dedicated to its mission.

Example 1

Write a full description of the target group and their needs next to each visual text.

Visual Text	Description of target group
 Are you trying hard to understand primary school mathematics? Come for a talk on primary school maths heuristics methods by Mr Yeo from Institute of Mathematics.	People in their 30s with children in primary school/ Parents who are concerned about and involved in providing academic support/Parents who do not understand the new Maths methods.

Effect of heading, picture and information

1.What are the possible effects of a visual text?

The effects of a visual text on the reader is the way it influences the reader's **thoughts, feelings** and **actions**. Some effects are:

- to **persuade** the reader to **think** that the company or product is...
- to **persuade** the reader to **buy**...
- to **persuade** the reader to **register** at the school/ **apply** for...
- to **attract** the reader's **attention** by...

How to answer an 'effect' question?

Step 1: Pick out the relevant detail from the visual text. It could be written words (e.g. heading or information) or a picture/illustration.

Step 2: Explain how the detail leads to the effect. The following could be used as a guide to help you write your answer.

The word '...' (or detail) persuades the reader to ... because... (e.g. it meets the reader's needs or projects the company image as ...).

2.The effect of the heading

This question tests your understanding of the objective of headings. Headings are meant to attract attention and they normally aim to convince the reader that their most pressing need will be fulfilled, or bring out the most important quality of the company. Sometimes the heading targets the reader directly addressing the reader as 'you'.

Headings can also make use of language features like alliteration, imagery or puns.

Literary device	Use	Examples
Imagery • A simile contains the linking word 'like' or 'as'. • A metaphor is like a simile but it does not contain the linking word.	To compare the subject to another subject with similar characteristics	My love is like a rose. (simile) My love is a rose with thorns. (metaphor)
Alliteration	To link sounds in consecutive words by repeating them.	The big black bomb exploded on impact.
Puns	A humorous substitution of words that are alike in sound but different in meaning	It's OK to watch an elephant bathe as they usually have their trunks on. (pun on the 2 meaning of the word 'trunks') "Can Iron Tulip make United bloom ?" (ST headlines on Sport page)

Possible Question:

What effect does the heading have on the reader? Or Which is the most effective title for this advertisement?

How to get the answer?

Analyse how this part of the visual text addresses the reader's needs and company image.

How to answer the question?

Step 1: Pick out the relevant word from the heading.

Step 2: Explain how the word leads to the effect. Use the following as a guide:

The word '...' persuades the reader to... because...

Example

The heading 'You can give without loving, but you can never love without giving' is taken from a gift company advertisement. What effect does it have on the reader?

Answer

The word 'you' makes the reader feel the heading is 'speaking' directly to them. It makes them feel they have to give something to their loved ones. The heading encourages them to check out the website.

3.The effect of the picture

This question tests your understanding of the effect the picture has on the reader. There are three features of a picture:

1. Traits of the people in the picture represent the target group (their actions, dressing, age, occupation, gender, economic status, marital status, physical health, etc.)
2. Features of the object represent the product (size, shape, material, etc.) or the company
3. Aspects of the background will attract the reader or create an atmosphere (buildings, natural scenery, décor of the room, day/night time, etc.)

Sometimes the people, objects or background will be something the reader can identify with. The purpose is to attract the reader's attention and make the reader feel that the product or company is something that is useful to him/her.

Possible questions:

- How does the picture illustrate the characteristics of the people in the company?
- How does the picture reflect the company's mission?
- What is the effect of the picture?

How to get the answer?

Analyse how this part of the visual addresses the reader's needs and company image.

How to answer the question?

Step 1: Pick out a detail from the picture (e.g. clothes, facial expression, action, background).

Step 2: Explain how the detail leads to the effect. Use the following as a guide:

The detail of ... persuades the reader to... because

Text 2: May be a social media post or something similar

The effect of the information

This question tests your ability to understand the intended effect of the given information for both Text 1 and Text 2 on the reader. Typically, the information elaborates on the features of the product of the work of the company, which will meet the reader's needs. If it is a campaign poster, a paragraph will elaborate on the information that the campaign wants the public to be aware of.

Possible question	A guide to writing the answer
Give reasons why the information will appeal to readers.	<i>The information will appeal to readers because it addresses the readers' need for ... through the words...</i> (quote words from visual text)
What effect will the information have on the reader?	<i>The information will make the reader think/feel/do... because the words...</i>
How will the information attract the reader to consider...	<i>The information will make the reader think/feel/do... because the words...</i>

Question about the tone in the texts

So, how to detect tone in a text?

What is tone?

The tone used in writing refers to the feeling the words invoke in the reader. A written piece might have a positive or uplifting tone, or the tone might feel sad or tense. When you write, your mood at that time might have an impact on the overall tone of your piece. You might also use your feelings about the story or situation you are presenting in the written communication to reflect the tone. Additional factors that impact the tone of a piece include the verbs and adjectives you use and how you utilize imagery to tell the story.

Tone also refers to the complexity of the writing, along with the formality of the words used. A more formal piece might reflect a more serious topic, while a lighthearted story might use less formal words and diction. In literature, tone refers to how the author expresses their attitude throughout their writing. Tone might stay the same throughout a piece, or it might change to reflect a shift in the story or mood. An author might also use different tones in various pieces they write.

13 examples of tone in writing

1. Formal

A formal tone is common in a professional or academic context, when the piece needs to be direct and thorough while maintaining a respectful feel. Formal pieces often include full words with no contractions or other shortened words and does not include slang terms. It is grammatically correct and emphasizes facts rather than opinions.

Example: "According to the data presented, the yellow tree frog mates between April and June."

2. Informal

Informal is the opposite tone of formal and sounds more conversational. Some people write in the same way they speak to a friend, and this is known as an informal tone of writing. Pieces written in an informal tone may include colloquial or slang phrases and shortened words, such as contractions. The author of an informal piece may also convey more emotion and personal opinions in the piece.

Example: "Hey, what's up? I'm calling to see if you want to catch a flick tonight with me and my buddies?"

3. Pessimistic

A pessimistic tone reflects a negative view of a situation or the belief that a situation will not get better. Pessimism is not realism, but an author may use this tone when they feel negative while writing or when they want to reflect a point of view that sees things negatively.

Example: "I got diagnosed with cancer and my dog died. I just don't believe that anything will get better anytime soon."

4. Optimistic

Optimistic is the opposing tone to pessimistic, seeing the world in a positive light. An optimistic tone conveys the belief that things will get better, even during challenging situations.

Example: "Despite the civil unrest happening in my city, I believe I can make things better and see real change in my lifetime."

5. Tense

A tense tone helps to keep the reader feeling unsure of what will happen next. An author might use a tense tone when writing a mystery or thriller and they want to convey feelings of worry and concern. In most stories, a tense tone will lead to a resolution and the tone will change. Another term for a tense tone is worried, which can make the reader feel anxious or apprehensive about what is to come.

Example: "She frantically searched the room for the killer, who she knew was hidden somewhere in the darkness. Moving blindly through the space, she wondered whether she would find him and stop him before it was too late and he moved on to his next victim."

6. Curious

A curious tone reflects that the author or character wants to learn more about a particular topic or situation or that the reader will continue to uncover important details. Someone might write with a curious tone if they are trying to uncover new information or describe a young child who is learning more about the world around them. Using this tone can keep a reader intrigued as they continue to read the piece.

Example: "He continued to ask questions as we drove to school, wondering about the color of the sky, why the birds were flying in a V-shaped pattern and whether I would be there to pick him up after his nap."

7. Uplifting

An uplifting tone seeks to convey a supportive and motivating feeling, providing reassurance to the reader that they can overcome challenging situations or take new steps in their journey. Using an uplifting tone is common among self-help authors and motivational speakers.

Example: "Jason knew that the first day being back at school in his new wheelchair would be difficult, but he remembered his mother's advice to go through the day with a smile on his face. He wheeled himself into school, only to find that his friends and fellow students were happy to give his chair a push and sit with him, offering friendly and encouraging words."

8. Aggressive

An aggressive tone might convey feelings of frustration or anger. When writing aggressively, an author may seek to prove their point in a harsh or unfriendly way.

Example: "The answer is no, and I don't want to hear another word about it for as long as we both live."

9. Assertive

Some people assume that an assertive tone is the same as an aggressive tone, but they do differ. An assertive tone conveys authority and confidence, while an aggressive tone comes across as more angry or harsh. When writing assertively, an author will often present things in a straightforward and direct way with little to no room for argument.

Example: "As she spoke, her conviction was unshakeable and those listening felt moved to join the committee and make changes in their community."

10. Informative

An informative tone seeks to inform the reader about a particular topic or subject. Educational materials often feature an informative tone.

Example: "The human brain contains millions of cells, all working to handle the various functions performed by the human body."

11. Entertaining

An entertaining tone seeks to help the reader enjoy the material. It might be humorous and make the reader laugh, or it might simply be light-hearted and enjoyable.

Example: "Knock-knock, who's there? Nobel. Nobel who? No bell, that's why I knocked on the door."

12. Sarcastic

A sarcastic tone often expresses contempt or mocks another point of view. Using sarcasm in writing is more challenging since its definition refers to it as a form of verbal irony. However, authors can convey sarcasm in their writing when expressing the body language or expressions of the characters.

Example: "Rolling her eyes, Emma responded to the bully, 'Okay, whatever you say goes,' and then forcefully walked away."

13. Cooperative

You will often see a cooperative tone in materials written for the workplace, expressing the need for mutual participation as a team or group of people works toward a shared goal. A cooperative tone often includes positive and collaborative elements, along with phrases that indicate the desire to work together.

Example: "After I present my plan for the new project, I would love to hear your thoughts and will open the meeting up to sharing by everyone on the team"

<https://www.indeed.com/career-advice/career-development/examples-of-tone>

Question about the status between writer and reader

To determine this, you need to understand what is register.

Register is defined as the way a speaker uses language differently in different circumstances. Think about the words you choose, your tone of voice, even your body language. You probably behave very differently chatting with a friend than you would at a formal dinner party or during a job interview. These variations in formality, also called stylistic variation, are known as registers in linguistics. They are determined by such factors as social occasion, context, purpose, and audience.

Registers are marked by a variety of specialised vocabulary and turns of phrases, colloquialisms and the use of jargon, and a difference in intonation and pace. Linguist George Yule describes the function of jargon as helping "to create and maintain connections among those who see themselves as 'insiders' in some way and to exclude 'outsiders.'"

Registers are used in all forms of communication, including written, spoken, and signed. Depending on grammar, syntax, and tone, the register may be extremely rigid or very intimate. You don't even need to use an actual word to communicate effectively. A huff of exasperation during a debate or a grin while signing "hello" speaks volumes.

Types of Linguistic Register

Some linguists say there are just two types of register: formal and informal. This isn't incorrect, but it is an oversimplification. Instead, most who study language say there are five distinct registers.

1. Frozen: This form is sometimes called the static register because it refers to historic language or communication that is intended to remain unchanged, like a constitution or prayer.

Examples: The Bible, the United States Constitution, the Bhagavad Gita, "Romeo and Juliet."

2. Formal: Less rigid but still constrained, the formal register is used in professional, academic, or legal settings where communication is expected to be respectful, uninterrupted, and restrained.

Slang is never used, and contractions are rare.

Examples: a TED talk, a business presentation, the Encyclopaedia Britannica, "Gray's Anatomy," by Henry Gray.

3. Consultative: People use this register often in conversation when they're speaking with someone who has specialized knowledge or who is offering advice. Tone is often respectful (use of courtesy titles) but may be more casual if the relationship is longstanding or friendly (a family doctor.) Slang is sometimes used, people may pause or interrupt one another.

Examples: the local TV news broadcast, an annual physical, a service provider like a plumber.

4. Casual: This is the register people use when they're with friends, close acquaintances and co-workers, and family. It's probably the one you think of when you consider how you talk with other people, often in a group setting. Use of slang, contractions, and vernacular grammar is all common, and people may also use expletives or off-color language (though it may look very offensive and rude to those not in the group) in some settings.

Examples: a birthday party, a backyard barbecue.

5. Intimate: Linguists say this register is reserved for special occasions, usually between only two people and often in private. Intimate language may be something as simple as an inside joke between two college friends or a word whispered in a lover's ear.

<https://www.thoughtco.com/register-language-style-1692038>

Prepared by TYH and LSF (2022)