

SECTION C – Analysis of language use (Using language to persuade)**Instructions for Section C**

Section C requires students to analyse the ways in which language and visual features are used to present a point of view.

Section C is worth one-third of the total assessment for the examination.

Read all parts of the blog *The Power of Ink* and then complete the task below.

Write your analysis as a coherently structured piece of prose.

Your response will be assessed according to the criteria set out on page 14 of this book.

TASK

How is written and visual language used to attempt to persuade the audience to share the points of view in the online blog *Street Beat* on pages 12 and 13?

**Background
information**

Helen Day is a part-time journalist and blogger. She maintains her blog entitled *Street Beat* in which she comments on a variety of current social issues. This blog entry, *The Power of Ink*, is about tattoos and it has drawn a variety of responses from readers of her blog.

The Power of Ink

FRIDAY 25 MARCH 2011

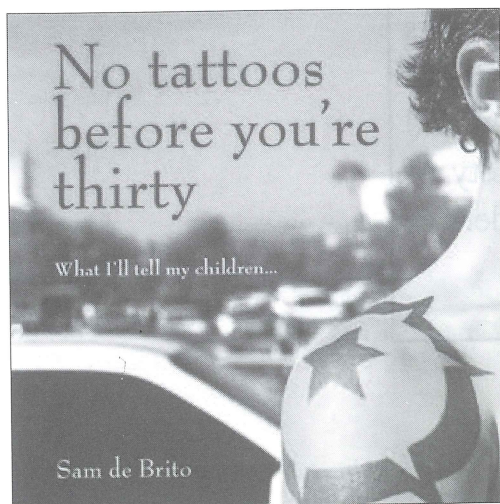
Once a sign of deviance and criminality, they're now a fashion statement.

Everyone has tattoos these days: even me. I live near a mega shopping centre and every time I visit, I see enough ink on suburban housewives to outdo the collection in any Australian prison.

Since newsreaders, sitcom stars and upmarket shoppers began to draw roses, skulls, and Latin phrases on their flesh, the power of ink has diminished. The deviant nature of the tattoo has faded like, well, a tattoo.



Ta Moko is a Maori body art practice which shows that the wearer has status within the community. Ta Moko can also tell the story of the wearer's family heritage.



*No tattoos before you're thirty.
What I'll tell my children . . .*
Sam de Brito

Published by Penguin Australia, 2006

a strong sense of satire. From at least the 18th century, those who had been marked by the State as 'deviant' began to create their own tattoos.

It was not always so.

From the earliest times, tattoos almost always meant trouble. First the Greeks and then the Romans inked the unconsenting backs of prisoners and slaves. The practice continued in Europe throughout the Middle Ages to mark the deviant and the incarcerated.

The indelible cruelty of the prison tattoo can still be seen living in the flesh of those who survived the concentration camps of World War II. There is little that suggests the horror of this genocide more than these numbered tattoos.

For millennia, and with few exceptions, ink on the body signified ownership and brutality. These tattoos were an indication of control, a sign that the bearer had a value that hovered somewhere between property and machine.

When something is imposed without our consent, we tend to develop

FOLLOWERS

There are **12,615** followers

BLOG ARCHIVE

□ ▼ 2011 (41)
○ ▼
March
(19)

ABOUT ME

Helen Day

Convicts were known to mock the King by having the words, 'Property of Mother England' etched into the flesh on their backs. By these means, those who flogged them were reminded that they were vandalising the property of the Crown.

In the 20th century, those traditions of defiance persisted. In the 1990s, tattoo artists set up shop in every Australian shopping strip. And it was in one of these new body modification boutiques that I, and many other young women, dared to 'defile' our femininity. Back then, a handful of us angry young things had symbols of our gender affixed to our own bodies. Tattoos have now become sexy and even adorn the ankle of the British Prime Minister's wife! Personally, I find this profoundly annoying. Here I am stuck not with a real memory of my feminist youth but an indelible kinship to Britain.

The tattoo has been commodified and now performs, more or less, as it originally did; it is fashion's proprietary mark.

It's difficult of course to imagine a time when a tattoo marked anyone, man or woman, as a try hard. For a brief moment, however, I did feel the reckless abandon of Carnevale* unfolding on my skin. And now, I look at the symbol of my rebellion and I see an ornament as ordinary as any other cosmetic quirk.

* Carnevale – a Venetian festival at which people wear costumes and masks which conceal their identities.



Post a comment

Hey. Yeah, I've got a tatt and I'm no nerd! My mum was rapt when I got mine and wanted one too. Some people still think that tats are low life or for alternatives. No way!

I didn't just go to one of those sleazy places, not just anywhere. I designed my own ankle bracelet. No one else has one like mine. I'm unique! I had it done like at a tattoo art studio. And yeah, I do cross my legs so I can show it off.

Tash: 25 March 11.43 pm

Medical practitioners like me will tell you tattoos breach the skin which means that skin infections and other complications are possible. A tattoo is a permanent body mark on your skin with pigments inserted through small holes in the skin's top layer. The tattooist uses a hand-held machine that acts like a sewing machine with one or more needles piercing the skin repeatedly. With every puncture the needle inserts tiny ink droplets. The process, which is done without anaesthetic and may last several hours, can cause bleeding, hepatitis B, hepatitis C, tetanus, potentially significant pain, and a pus-like drainage.

Dr AB: 26 March 7.40 am

So many dolphin tattoos have faded and stretched into whales . . . If you wouldn't put the picture on your wall, why pay some hack to needle it into your body? I'm a rebel and an individual – I have no tattoos!

Cleanskin: 26 March 7.53 am

Ta Moko is similar to an identity card. It is a sacred form of family and personal identification. They say that 'imitation is the sincerest form of flattery'. However, Ta Moko imitation is nothing less than identity theft. It's disgraceful and immoral. Ta Moko is as unique to the wearer as your own fingerprints. How would you feel if someone stole those from you?

Kiwi: 26 March 8.02 am

Examination assessment criteria

The examination will address all the criteria. All student responses will be assessed against each criterion. The extent to which the response is characterised by:

Section A – Text response (Reading and responding)

- detailed knowledge and understanding of the selected text, demonstrated appropriately in response to the topic
- development in the writing of a coherent and effective discussion in response to the task
- controlled use of expressive and effective language appropriate to the task

Section B – Writing in Context (Creating and presenting)

- understanding and effective exploration of the ideas, and/or arguments relevant to the prompt/stimulus material
- effective use of detail and ideas drawn from the selected text as appropriate to the task
- development in the writing of a coherent and effective structure in response to the task, showing an understanding of the relationship between purpose, form, language and audience
- controlled use of language appropriate to the purpose, form and audience

Section C – Analysis of language use (Using language to persuade)

- understanding of the ideas and points of view presented
- analysis of ways in which language and visual features are used to present a point of view and to persuade readers
- controlled and effective use of language appropriate to the task