

Yr 12 Exam - Article and accompanying picture/cartoon.

The following guide may be used in the final exam if the text is accompanied by an image- either picture or cartoon. It is accompanied if the image appears under the same heading as the text. Be aware, the image is not from the same author as the text. The image has been added by a sub editor, and is there to support the contention. If the image opposes the contention, it should have its own heading and then your analysis should take the form of a comparative analysis.

Introduction-

Name the type of article, the author, when and where published. Mention the accompanying image, name the cartoonist if appropriate. (e.g. The Opinion Piece is supported by a political cartoon by Herald Sun artist Mark Tandberg.)

What is the issue, who are the key stakeholders and what is the purpose of the text. (Is it in response to a previous article or a controversial stance taken by a key stakeholder?- if so mention it here and outline it in the body of your piece)

Contention of the text and image.

Tone (or use Tone as a phrase in the contention sentence) of both the text and image.

Signpost- **Persuasive strategy 1 (or Purpose)**, **persuasive strategy 2** and **persuasive strategy 3** and then the **image**.

Paragraph 1-

Topic sentence naming Persuasive strategy 1. Explain how the persuasive strategy is used and how it supports the purpose of the piece. Quote the technique (no more than one line- better if only a few words). Explain how the author has used the technique to position or manipulate the reader to their purpose/contention. Link to next paragraph or back to the contention/purpose.

Paragraph 2-

Topic sentence naming Persuasive strategy 2. Explain how the persuasive strategy is used and how it supports the purpose of the piece. Quote the technique (no more than one line- better if only a few words). Explain how the author has used the technique to position or manipulate the reader to their purpose/contention. Link to next paragraph or back to the contention/purpose.

Paragraph 3-

Topic sentence naming Persuasive strategy 3. Explain how the persuasive strategy is used and how it supports the purpose of the piece. Quote the technique (no more than one line- better if only a few words). Explain how the author has used the technique to position or manipulate the reader to their purpose/contention. Link to next paragraph or back to the contention/purpose.

Paragraph 4-

Topic sentence naming the image (and author if possible) The topic sentence should almost be a linking sentence- *e.g. Just as Smith contends that alcohol is bad for children, the image accompanying the article supports the view that kids and alcohol don't mix.* Explain the image- for photos- is the subject portrayed positively or negatively, how has the effect been created, lighting/camera angle/ background/how does the caption support the images contention? Explain how the image positions the reader and how it supports the text. Cartoons- explain what the artist has drawn. What have they parodied? What features have they focused on? Explain all the little things in the cartoon. How is the reader positioned by the cartoon/image.

Conclusion-

Recap the type of article. Recap the contention, tone and persuasive strategies used in order to support the contention/purpose of the piece. Explain what the author has done and what the intended effect on the readers was.

What are the markers looking for?-

- A strong analysis and discussion of the issue and purpose of the article/image/cartoon.
- An ability to discuss the persuasive strategies used and more importantly- why and how they were used. (the marker does not just want to see you list the techniques used and give the text book definition for the technique)
- An analysis of the language used- just don't look for the easy techniques- ie statistics and rhetorical questions- look to analyse the language. Connotations- especially negative connotations of words and phrases are powerful and good for excellent marks.