

## Visual text

Big picture	Small details
Purpose	Headline -> main message
Message	Image
Target audience	Logo -> purpose
	Textual details (text)



Land Transport Authority



Headline?

Main message?

Drivers should be careful at zebra crossings by slowing down and checking

Logos?

Purpose?

To encourage drivers to drive more carefully

Inference

- picture the scene in your head

“This is not how I wanted to die!” Michelle yelled.’ What does this suggest about how Michelle was feeling in the moment? Why did she feel this way? [2]

Answer:

Worried; Anxious

She did not want to die

A massive landslide had crushed the back wall of their house. The mud and water ripped through the bedroom wall. It picked Steve up and pushed him toward the front of the house. As he approached a wall, he stuck his feet firmly on the side of the entrance’s doorframe.

Why do you think Steve had to stick his feet firmly on the side of the entrance’s doorframe?

Answer:

So as to not be carried away by the mud and water

Stability

---

Situational writing

- use every detail in the visual text
- formal pieces -> no figurative language

Purpose

Audience

Context

You have been asked to organise a day’s outing in Singapore for the members of your class to celebrate the end of the school year (context).

Last year, most of your classmates enjoyed the freedom, exercise and fun (classmates like this -> choose an activity that includes this) of a similar expedition to Sentosa but there were several complaints:

- it was not good value for money
- it started too early and lasted too long
- it was too tiring
- meals were not provided
- most of your classmates had been there before
- some parents were worried about the lack of supervision

Write a report (purpose) to the Principal (audience), giving details of your plans for this year's outing. Your report should take into account these complaints and include the following:

- Where you plan to go A1 (intro) based on a list of options provided by the class committee and how your class will get there A2 (content paragraph)
- Explain fully why you have chosen that particular place B
- Give details of how the trip will be organised to avoid last year's complaints C

Write your report in clear, accurate English, with relevant explanations and details to interest and persuade the principal that this would be an enjoyable and successful day's outing for the whole class.

Tone: Formal

Intro (formal):

1. Thank the reader
2. Thesis statement -> state choice

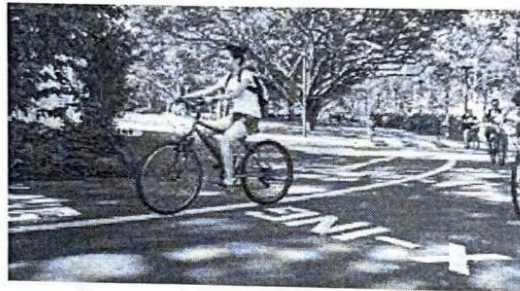


### Jewel Canopy Park



Jewel Canopy Park offers a variety of activities for visitors to enjoy. Guests can traverse the **Sky Nets**, a web-like structure suspended high above ground or stroll along the **Canopy Bridge** for panoramic views. The **Hedge Maze** provides a fun challenge, while the **Discovery Slides** offer thrilling rides for all ages. Visitors can also **relax in the lush surroundings** or **dine at the park's eateries**.

### East Coast Park



East Coast Park in Singapore offers a plethora of **recreational activities for visitors**. Guests can indulge in **cycling, rollerblading, and jogging** along the **scenic coastline**. The park also features **barbecue pits for outdoor picnics**, as well as **playgrounds for children**. Water sports enthusiasts can try their hand at activities like **windsurfing and kayaking**. With numerous **dining options available**, it's an ideal spot for families and outdoor enthusiasts alike.

### Trifecta Singapore



Trifecta Skate Ski and Surf Singapore offers diverse experiences for visitors. Patrons can engage in **skateboarding on ramps and bowls**, **skiing on simulated slopes**, and **surfing on artificial waves**. The facility provides a unique blend of indoor sports activities **suitable for all skill levels**. Additionally, guests can enjoy amenities like **cafes and retail shops**, creating a vibrant hub for **action sports enthusiasts** in Singapore.

Place of interest	Reasons for choosing this place (freedom, exercise, fun)	Reasons for not choosing this place (last year's complaints)
Jewel canopy park	Exercise -> jump around the sky nets fun -> finding each other i the hedge maze Freedom	Lack of supervision. Classmates had been there
East Coast Park	Exercise, fun, freedom	Too tiring, lack of supervision,
Trifecta Singapore	Exercise , fun , freedom	

Format

Date:

Receiver:

Own email:

Subject: Proposal for this year's end of year activity — East Coast Park

Introduction + A1 (thesis statement)

Content paragraph 1 A2 + C

Content paragraph 2 B + C

Content paragraph 3 B + C

Concluding paragraph

I am confident that we will have a memorable time..

Yours sincerely/ faithfully

Full name