

JAMIE

Guiding Question: How do the unique features of an online informative article effectively convey information to its audience?

Article from the website Tap Into Safety – an E-Learning platform

How COVID-19 is Impacting Safety at Work

- Categories: **Workplace Safety**
- Tags: **COVID19, Early Intervention, Risk Management, Workers Compensation, Workplace Injury**

Social Media

LinkedIn Facebook Twitter YouTube

→ information

listing

→ links : continue using platform

Contact Information

Phone: **1300 901 849**

Opening Hours

Monday – Friday

8:00am – 5:00pm (AWST)

Saturday – Sunday / Public Holidays

Closed

} personal information



Image:
- blue sky
- green stand out
- appeal to the act of choice
↓ learning platform

Globally the pandemic is in full swing and affecting our lives on so many fronts, and COVID-19 is impacting safety at work in several ways. Work must continue and lock-downs, personal protective equipment, hand hygiene, social distancing and working from home arrangements, are in place to try to ward off the spread of the virus. However, many industries are essential services who are

↓
jargon

↑
organise

purpose : to clear up misinformation

deemed at high risk of transmitting and spreading COVID-19 including those working in health care, transport, sales, cleaning, security, hotel and food services, the cruise industry; and workers in meatpacking, manufacturing, construction, and mining.

→ link : Style (orange)

In this article, we look at a book that has been compiled in Canada during the first three months of the pandemic to discuss how COVID-19 is impacting safety at work and what organisations can do to safely manage their workplaces. We discuss your duty of care, and what to do if your employees catch the virus and present at work.

The text is very comprehensive and insightful and one chapter that we will also review is about the huge amount of misinformation around the virus that is flooding social media and influencing people's choices. While the world is keenly awaiting a vaccine to end the pandemic, but there is a growing wave of resistance from workers who are indicating that they are unwilling to vaccinate. We discuss the implications of an emerging and growing anti-vaxxer sentiment in our workforces and the implications for safety and human resource professionals.

→ humanising world : bind together as a society

How Do We Stop the Spread of the Virus at Work?

COVID-19 is impacting safety at work and SafeWork Australia recommends to keep workers safe and limit the spread, every employer should do the following at their workplace:

- Ensure physical distancing by keeping a distance of at least 1.5 metres between people
- Encourage all workers to frequently wash their hands for at least 20 seconds with soap and water or by using an alcohol-based hand sanitiser and to practise good hygiene
- Be aware of how to spot COVID-19 symptoms (fever, cough, sore throat and shortness of breath) and make sure workers do not come to work if they are unwell
- Make sure your workplace is regularly cleaned and disinfected
- Have signs and posters around the workplace to remind workers and others of the risks of COVID-19 and the measures that are necessary to stop its spread.

{ CTA }

audience: Australia

- high moral
- serious tone

organisation {

Tap into Safety has a dedicated training module COVID-19 and Your Workplace provides a step-by-step guide to personal hygiene practices, including hand-washing, avoiding physical contact with workmates such as handshaking and kissing. It investigates the requirements of social distancing and advises on how to work in teams, groups and gatherings to encourage safety at work. The training also advises on what to do if you think your employee is showing coronavirus symptoms and who to

} attempt to be impartial about own resources

high moral

Businesses and workers must actively control against the transmission of COVID-19 while at work, consistent with the latest advice from the Australian Health Protection Principal Committee (AHPPC), including considering the application of a hierarchy of appropriate controls where relevant. They must prepare for the possibility that there will be cases of COVID-19 in the workplace and be ready to respond immediately, appropriately, effectively and efficiently, and consistent with advice from health authorities.

} Thesis

C - Virus outbreak, informational article, Tap into Safety (elearning platform)

A - Australian workplaces / employers / leaders / managers

P - ①: spread information & clear up misinformation

②: promote the use of own resources

Points:

①: clear structure w/ images, hyperlinks, information (efficiently convey information)

②: direct language - call to action (both to act in terms of safety & use subscription service)

(3) :

(1)



Candidate session number

<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>				
----------------------	----------------------	----------------------	----------------------	----------------------	---	----------------------	----------------------	----------------------

Candidate Name

JANIE SULLUAN

At the start of each answer to a question, write the question number in the box using your normal handwriting

Example 27

2	7
---	---

Example 3

	3
--	---

Authors use unique online features of their texts to convey a clear message and call to action to their audience. The online informative text, "How COVID-19 is impacting Safety at work" attempts to convey a variety of statistics in an effective manner to the audience, business managers and employees. The author, "tap into Safety," this appeal to the reader as to convey information of on the primary purpose. As a secondary part implicit purpose, the author attempts to attract subscribers, both explicitly explicitly

and implicitly. Firstly, the primary and secondary purposes are achieved through an intricate combination of structural features, many unique to online carers. Furthermore, the urgency of the problem, hence also the solution, is emphasised tho through the clever use of visual imagery and descriptive language. Finally, the second purpose is explicitly achieved through an audience-based call to action, utilising ethos and logos to make a point.

Authors of informational texts must make use of structure, especia especially when the purpose is to effectively convey information. In the text by "Tap Into Safety," the au-



the author opt. Adheres to common practices, when including social media links and contact information at the beginning of the text. While this does little to engage the reader, it works to the primary purpose in ensuring that the reader understands the logic behind the article. The use of contact details also builds ethos, as the reader, who is likely a business owner or manager, can immediately find more information if required. Clear subheadings and coloured hyperlinks further define the purpose of the text, and assure the reader of the text type, building trust through the structure. Despite the nature of the informative article,

it still remains crucial to engage the reader at the beginning, ~~else~~ with the use of an image. As the audience with already will likely not have much time in the modern busy life, the image works to give the article deeper meaning and context, with as little text as possible. The common use of a road sign sign symbolises how it is the readers responsibility to ~~does~~ choose the right clearest decision for their business.

It is also likely that the nature of the polar of opposite words, "SAFE" and "RISKY", accentuate the importance of this article for the reader. Hence, not only to does the image work as a symbolic signpost of the texts context, but is ~~also~~ also





Candidate session number

<input type="text"/>						
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	----------------------

Candidate Name

JAMIE SULLIVAN

At the start of each answer to a question, write the question number in the box using your normal handwriting

Example 27

2	7
---	---

Example 3

	3
--	---

<input type="text"/>	<input type="text"/>
----------------------	----------------------

a call upon the reader to continue reading and learning from the article. Finally, the image may also work on a mean through which diversity can be added to the text.

<input type="text"/>	<input type="text"/>
----------------------	----------------------

Rather than incorporating whitespace to simplify the reading structure, like would be done in

<input type="text"/>	<input type="text"/>
----------------------	----------------------

a blog, the image works to introduce a

<input type="text"/>	<input type="text"/>
----------------------	----------------------

form of whitespace, but in a more subtle, meaningful way. If this were not to

be done, then the reader would likely be dissuaded of reading the content-heavy and dense text that follows. The structural

<input type="text"/>	<input type="text"/>
----------------------	----------------------

elements, therefore, which are ~~more~~ often unique to online texts such as informational articles, are integral in ensuring the ~~reader~~ ~~user~~ reader understands the nature and purpose of the text and continues ~~read~~ reading.

An integral aspect of any informational text is an assurance of the urgency and importance of the information held within the text, often done through visual imagery and descriptive language. The author frequently uses jargon like "The pandemic is in full swing" to emphasize the primary purpose. The use of the words, "full swing", may often be attributed to chaos and urgency of a



global issue like a health crisis. It is also a very blunt and straight-to-the-point message, which is representative of the ~~of~~ aforementioned text type, and works in tandem with the image to describe ~~to see~~ emphasise the context and purpose. The use of a list, "personal protective equipment, hand hygiene, social distancing, ...," are also key to describing the situation. The author also implicitly acknowledges that the audience, who uses Herz platform already likely knows about ~~the~~ the variety of safety measures in place, so does not waste much time explaining it. Additionally, imagery and figurative language ~~the novel is~~ ~~is~~ used like "Ward off the virus;" ~~that's~~



mentioning "a vaccine", or to create a more relaxed authorial voice, despite the gravity of the message. This will further improve the credibility of the author, as the more complex features like these do not go unnoticed by the more switched-on reader, who is likely the intended audience for this text.

Additionally, the verb, "word off", is used to connote a collective responsibility to work together in order to achieve a common goal. Hence, this descriptive imagery is a contributor to the secondary purpose, as it conveys a sense of accountability to the reader. This idea of a collective is returned to later in the article, in the statement "the world is keenly awaiting a vaccine."



(3)



Candidate session number

<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>				
----------------------	----------------------	----------------------	----------------------	----------------------	---	----------------------	----------------------	----------------------

Candidate Name

JAMES SULLIVAN

At the start of each answer to a question, write the question number in the box using your normal handwriting



Example 27

2	7
---	---

Example 3

	3
--	---



<input type="text"/>	<input type="text"/>
----------------------	----------------------

Again, the use of a word is used to connote the collective society; hence will not only apply to the primary propose purpose in that it conveys rich information about vaccines, but will also encourage the reader to consider their own stance in the situation. Here, it becomes even clear that the rich use of language in terms of description, listing and figurative language plays a critical role in achieving its purposes.

<input type="text"/>	<input type="text"/>
----------------------	----------------------

<input type="text"/>	<input type="text"/>
----------------------	----------------------

Finally, the author builds a direct



relationship with the reader ~~the~~ on to call them to action, both in terms of the primary and secondary purpose. The rhetorical question in the subheading "How Do we Stop the Spread of the Virus at Work?" is representative of this ~~the~~ authorial voice and sets knowledgable relationship that is built throughout the article. Not only does it clearly signpost critical information, hence achieving the primary purpose, but it also successfully encourages the intellectual reader ~~to~~ to brainstorm solutions to aforementioned problem. Rhetorical questions, therefore, when used in tandem with the structural aspects of a subheading, are crucial in effectively conceiving ~~a~~ a call to action of thought for the reader. Additionally, the authz

directly speaks to the reader with directions like "your duty of care," and "please contact us," to further develop this the ~~relationship~~ author-reader relationship ~~with~~ which was mentioned previously. Combined with structural elements such as clear instructions and dot points, the information outside becomes takes on the role of an "instructional recipe for success;" in that the solution to the problem is framed as an imperative for the reader.

High modality further builds onto this as phrases such as "Workers must actively control against the transmission;" displays ~~as~~ the imperative and urgency of the call to action, hence achieving the primary purpose. The high modality also attempts to create ethos ~~as~~



and logos in the form of trust, credibility and logic, as the reader is persuaded of the urgency of the calls to action. This sense of credibility is then exploited as the author attempts to advertise their service, through the use of hyperlinks and description such as "Tip Into Safety has a dedicated training module [hyperlink].". On its own, this would not be well substantiated, however in tandem with the persuasive persuasion and information presented previously, this the advertisement becomes more effective.

In conclusion, online media are crucial in effectively conveying information about present events and situations. Structure and linguistic elements



(4)



Candidate session number

<input type="text"/>	-	<input type="text"/>	<input type="text"/>	<input type="text"/>					
----------------------	----------------------	----------------------	----------------------	----------------------	----------------------	---	----------------------	----------------------	----------------------

Candidate Name

JAMIE SULLIVAN

At the start of each answer to a question, write the question number in the box using your normal handwriting

Example 27

2	7
---	---

Example 3

	3
--	---

<input type="text"/>	<input type="text"/>
----------------------	----------------------

play an integral role in actively presenting the urgent problem and call the reader to action, hence achieving the primary purpose.

<input type="text"/>	<input type="text"/>
----------------------	----------------------

Additionally, any texts which call the reader to take on an action require credibility to be conveyed through building a relationship between the author and the reader. This

<input type="text"/>	<input type="text"/>
----------------------	----------------------

credibility can then be used to achieve the secondary purpose, to advertise the product.

analysis & register
occasional errors