

English A: language and literature – Standard level – Paper 1
Anglais A : langue et littérature – Niveau moyen – Épreuve 1
Inglés A: Lengua y Literatura – Nivel Medio – Prueba 1

Thursday 12 May 2022 (afternoon)
Jeudi 12 mai 2022 (après-midi)
Jueves 12 de mayo de 2022 (tarde)

TZ 1

1 h 15 m

Instructions to candidates

- Do not open this examination paper until instructed to do so.
- Write a guided analysis of text 1 or text 2.
- Use the guiding question or propose an alternative technical or formal aspect of the text to focus your analysis.
- The maximum mark for this examination paper is [20 marks].

Instructions destinées aux candidats

- N'ouvrez pas cette épreuve avant d'y être autorisé(e).
- Rédigez une analyse dirigée du texte 1 ou du texte 2.
- Utilisez la question d'orientation ou proposez une autre manière d'aborder le texte en choisissant un aspect technique ou formel sur lequel concentrer votre analyse.
- Le nombre maximum de points pour cette épreuve d'examen est de [20 points].

Instrucciones para los alumnos

- No abra esta prueba hasta que se lo autoricen.
- Escriba un análisis guiado del texto 1 o del texto 2.
- Utilice la pregunta de orientación o proponga otro aspecto técnico o formal del texto en el que centrar su análisis.
- La puntuación máxima para esta prueba de examen es [20 puntos].

2. The following advertisement was featured online on the *Tourism Australia* website (www.tourism.australia.com).

The advertisement features a large, bold headline: "WOULD DAD RATHER AFTERSHAVE OR AN ADVENTURE?". Below the headline, a subtext reads: "Australia, we're living in the best gift shop in the world. To give the gift of an unforgettable travel experience, visit australia.com". At the bottom, it says "HOLIDAY here THIS YEAR". The background image shows four people riding a roller coaster at sunset. The Australian tourism logo is in the bottom right corner.

Annotations and notes:

- capital letters**: Circled "WOULD DAD RATHER AFTERSHAVE OR AN ADVENTURE?"
- alliteration**: Circled "WOULD DAD RATHER AFTERSHAVE OR AN ADVENTURE?"
- personal advertising**: Circled "WOULD DAD RATHER AFTERSHAVE OR AN ADVENTURE?"
- CTA**: Circled "visit australia.com"
- persuasive language**: Circled "To give the gift of an unforgettable travel experience, visit australia.com"
- icon appeals toustralians**: Points to the roller coaster icon.
- SUN**: Points to the sunset in the background.
- exciting adventure limitless opportunity**: Points to the roller coaster track.
- dad stereotype**: Points to the father figure.
- Stadium: coming together**: Points to the stadium in the background.
- Adelaide, South Australia**: Points to the location text.
- AUSTRALIA**: Points to the logo.
- camera angle is upward**: Points to the camera angle.
- height**: Points to the height of the roller coaster.
- smiling intra decisic: family open body stance**: Points to the smiling people on the roller coaster.

- How are text and image used in this advertisement to promote domestic tourism?

Themes:

- Family
- Father's day
- Australia domestic tourism.

e.: Australia tourism advertisement
• Father's day.

• Tourism Australia : promoting tourism.

A₁: Families looking to travel this year. → for fathers day

A₂: Australians in general.

P₁: encourage tourism in Australia (domestic)
P₂: spark a ~~sense of~~ feeling of adventure & family together.

Points:

1. Authors create "uplifting" atmosphere through image and text.
• capital, big letters, music, contrast between advertisement, advertisement.
2. A focus is placed on the reader through including them in the advertisement.
→ open body
→ question
→ we're
→ Australia
→ cover angle.

3. Symbolism works in tandem with Persuasive techniques to encourage the reader to take action.
Image:
- sun / gradient.
- height

Text

- logo: ethno
- "Australia, we're"

- under the pretence of gifts



4 PAGES / PÁGINAS

Candidate session number: / Numéro de session du candidat: / Número de convocatoria del alumno:

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At the start of each answer to a question, write the question number in the box using your normal hand writing / Avant de répondre à une question, inscrivez son numéro à la main dans la case appropriée / Al comienzo de cada respuesta, escriba a mano el número de pregunta en la casilla.

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Example
Ejemplo

27

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Example
Ejemplo

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Authors promote tourism through the use of advertisements, creating an idealistic appeal for the reader.

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The Tourism Australia advertisement aims to promote domestic tourism within Australia.

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Australia. The focus on "DAD" shows that this advertisement is likely set around the context of Father's day and gift searching for a gift,

a common platform through which many authors

organizations attempt to sell products through clever advertising. Thus, amongst the secondary audience of Australian in general, the main

primary audience may be said to be families,



04AX01

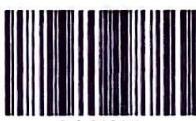
looking for ideas for a Father day gift.

Tourism Australia will be attempting to fulfil their primary purpose of promoting domestic tourism, while also appealing to a secondary purpose of promoting the family ideal and togetherness. It may be mentioned that the secondary purpose is a means through which the primary purpose is achieved.

As much, the primary purpose is achieved through the great development of an uplifting tone and positive personal tone. Additionally, the reader is placed at the centre of the aforementioned idea, enhancing the persuasion. Finally, overarching themes like adventure and fun are evident in the text, and create an additional persuasive dimension through symbolism.

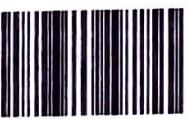


Firsly, a fun and uplifting atmosphere is created to greater the appeal of domestic tourism and better communicate to the intended audience. An example of this is the use of the phrase "WOULD DAD ...;" as if the author was a personal family member. Therefore, the advertisement will largely set aim to persuade children parents through persuading children to participate in Australia's domestic tourism industry. Similarly, the use of the phrase "Australia, we're living," is also utilises inclusive first person language to develop a close and personal relationship between the ~~sent~~ author and the reader. In addition, the text is structured in a way such that the reader feels more emotionally attached to the advertisement. The large capital letters, for example, as well



04AX03

as the see limited symbolism of the blue sky will likely appeal to the aforementioned audience. Furthermore, a great focus on detail exists in the less scene, that attempts to add realism, and create an a more light-hearted atmosphere. Similarly, the ~~AA~~ Moreover, the atmosphere is also developed through the careful attention to tone. This may be seen in the rhetorical question, where the gifts of "affluence" and "adventure" are contrasted such that the audience, which includes both children and parents, may see the positive benefits of travelling domestically within Australia. The humor will also better appeal to the family average family; the target audience, as it ~~to makes~~ makes the atmosphere increasingly light-hearted, ~~and~~ fun and



04AX04



4 PAGES / PÁGINAS

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At the start of each answer to a question, write the question number in the box using your normal hand writing / Avant de répondre à une question, inscrivez son numéro à la main dans la case appropriée / Al comienzo de cada respuesta, escriba a mano el número de pregunta en la casilla.

Example
Ejemplo

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Example
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poor personal. Furthermore, when advertising, authors may also build atmosphere through the connotations of facial expressions, which will likely create an "ideal" and transfer to the minds and faces of the audience. Amongst the individuals, the two salient individuals, who also exist within a key focal point, are smiling at each other, which connotes happiness and contempt: an emotion attractive enough to persuade a variety of individuals, and importantly, parents. Therefore, the atmosphere created by the advertisement plays a great role in deciding the gastronimic positive emotions.



04AX01



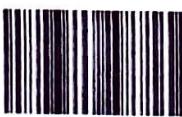
received by the reader, and that as well
on their subsequent ability to be persuaded.

Secondly, authors when the reader is placed
as the focus of an advertisement, they will ~~be~~ be
more susceptible to ~~per~~ persuasion. In the text,
a variety of visual and textual ~~for~~ techniques
succeed at expressing the reader within the
text, thus fulfilling the primary purpose of
promoting tourism. This may predominantly be
seen through the placement of the camera, and the
angle at which it is being. Firstly, the camera,
hence also the reader, is placed on the stadium
platform, thus letting the reader experience the
opportunity that the advertisement is portraying. How-
ever, the camera is placed below the persons in
the text, ~~are~~ with an upward camera angle, hence



04AX02

leaving an opportunity to be derived. This will make the reader feel as if they are missing out on the experiences their own country is offering. The idea of nationalism is also important, and is a key call to action for the reader. This may be recognized through the inclusive language, "Australia, we're living in the best gift shop in the world," whereby the entire country is figuratively figuratively described as a shop. This ~~exaggerate~~ hyperbolic description of the country, emphasized by the comparison to "the world" may instill a sense of nationalistic pride, thus thus inviting the reader into the ~~an~~ advertisement, enhancing the ~~per~~ persuasion. Moreover, the drawing of the ~~centr~~ Australian continent, inscribed with the word "~~here~~" "~~here~~" "~~here~~" is a



key component of the powerful call to action that is effectively portrayed to the reader. The idea is further emphasised by the alliteration, "Holiday here," as well as the subsequent rhyme, "this year," which is an effective slogan that is likely to better appeal to the primary audience, and fulfil the primary purpose. Furthermore, the reader is also invited into the scene # with the open body stance of the individuals in the photo. The male # that is closest to the reader, and has a completely open stance, is inviting the reader into the experience, embracing not only the secondary primary purpose, but also the secondary. Therefore, the way in which authors can invite the reader into the scene of an advertisement is integral in



4 PAGES / PÁGINAS

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Please write or draw next to a question with the question number in the box using your normal hand writing / Avant de répondre à une question, écrivez ou dessinez son numéro à la main dans la case appropriée / Al contestar a cada pregunta, escriba a mano el número de pregunta en la casilla.

Example
Ejemplo

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ensuring the both purposes are fulfilled.

Finally, advertisements that embrace overarching themes and symbols will convey deeper meaning to each individual reader. In this advertisement, the symbolism of the large stadium in Adelaide, Australia, is particularly fitting, given the commonly accepted stereotypes that accompany fathers and their interests in sport. Additionally, the entire theme of the text surrounds a father's day gift, which gives the reader additional context, although almost giving them an excuse to spend money on such a trip. Building on from this, the idea



D4AX01

idea of a material gift is contrasted with that of an experience, which may appeal to many modern families who may embrace materialism too greatly, therefore creating the need to tighten the family bonds through experiences like these. This deeper meaning adds another persuasive dimension through which the text may be perceived, thus fulfilling the primary purpose of promoting tourism. In addition, another set of symbols exist in the altitude at which the photo has been taken, as well as the connotations of the bright sun and clear, blue sky. Firstly, the height at which the photo was taken, on top of a football stadium, places the reader in a position of authority and control, thus increasing the probability that they are to be affected by such



an advertisement. ~~Simultaneously~~ Simultaneously, the idea of limitation opportunity and possibility is perpetuated through the symbolism that accompanies the ideal weather ~~sun~~ and rich blue colours in the sky. In fact, the entire advertisement is a play on the ideal holiday family holiday and experience, which many parents crave in the modern world. The strong persuasive language, "Unforgettable" further solidifies this understanding, thereby creating a craving within the minds of the reader to explore Australia, not only as an opportunity to see their own country, but also to experience the ideal family experience that they crave, thus fulfilling fulfilling both purposes. Furthermore, a final persuasive technique seen in the advertisement is that of the logo of Tourism Australia on



04AX03

The bottom right, the word "AUSTRALIA" emphasizes the aforementioned call to action, and the Kangaroo symbol will appeal to many本土 Australians, appealing to both pathos and ethos to enhance persuasion. Therefore, the inherent importance of large themes like adventure and togetherness, ~~and~~ as well as a range of persuasive techniques, work to better enhance the appeal of domestic tourism.

In conclusion, the combination of visual text and image in order to develop an attracting, uplifting tone, as well as a focus on the reader and their desires, work alongside the deeper, deeper meaning conveyed through symbol themes like adventure and togetherness, to create a ~~per~~ heavily persuasive advertisement. This advertisement, therefore, not only promotes domestic tourism, but also addresses the idea of togetherness and family among the primary audience.

