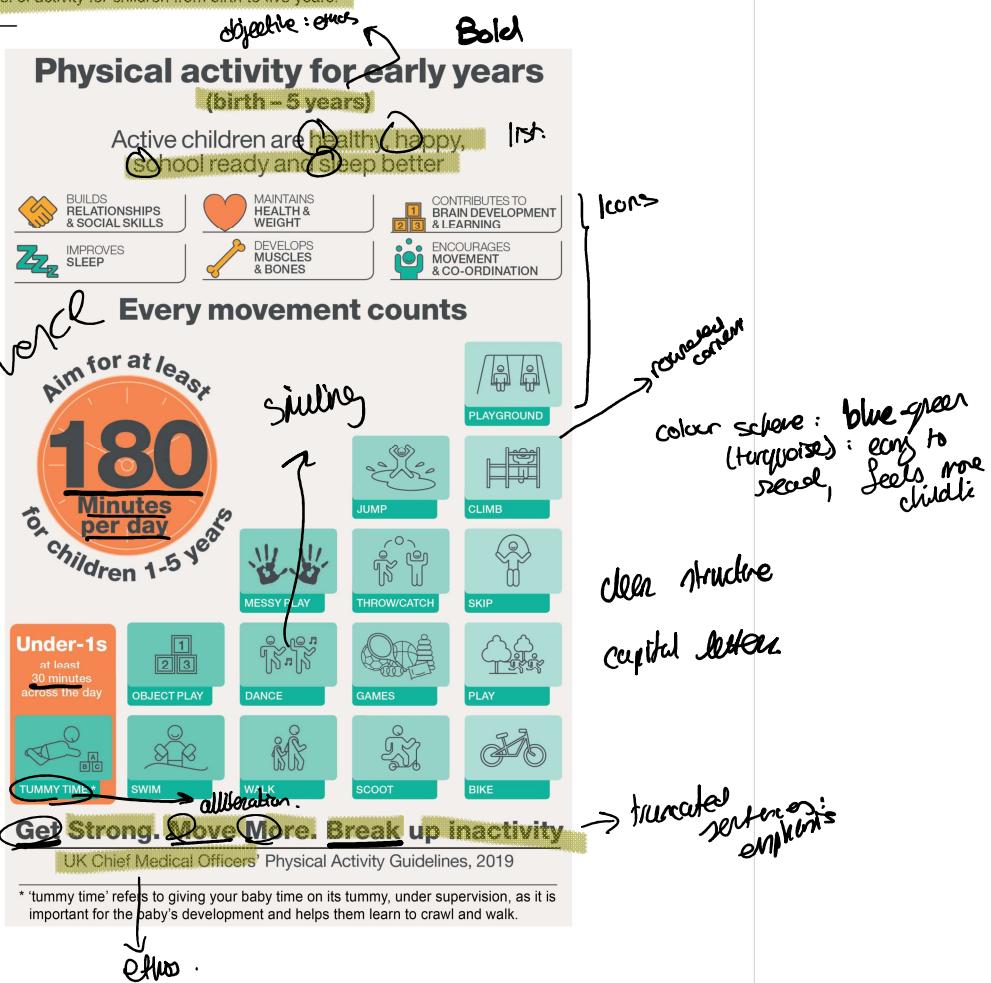


2.

The following is an infographic summarizing updated UK government medical advice on the importance of a high level of activity for children from birth to five years.



Audience: parents, childcare services

Thesis: governments use ~~informative~~ infographics to persuade and inform society to behave in particular ways.

- ① clearly divided structure:
  - quick reading
    - ↳ unlikely to have much time
    - listing,

- ~~lithing~~,
- capital letter
- contrast
- ~~logos~~ logos

② Language works in tandem w/  
icons to present information.

make more personal connection  
 connotations (e.g. smiling)  
 size small icons  
 capital letters + contrast  
 volume:  
 · lots of ideas  
 · appeal to wide range of audience members

③ High modal + objectivity to  
build ethos:  
 - persuasive

4 PAGES / PÁGINAS

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

21 M 12 2 P 1 - E N S L

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Example  
Ejemplo

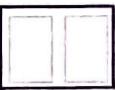
27

27

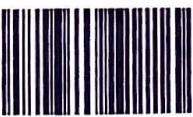
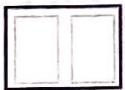
Example  
Ejemplo

3

3

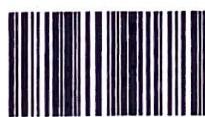


Infographics give authors the opportunity to express information effectively to a wide audience through an interplay of text and images. The UK "Physical activity for early years brochure" concerns a variety of official guidelines from the UK Chief Medical Officer in 2019. It is likely that this infographic is targeted towards new parents, as well as a secondary audience of childcare centres, where an infographic could be effective in communicating advice to childcare settings. The primary audience purpose of this infographic is to provoke action from



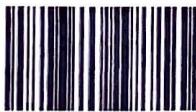
04AX01

both audiences, with regards to helping young children become more physically active. In addition to this, in the general purpose of <sup>me</sup> ~~information~~ sharing of information and raising awareness of the need of physical activity among young children. As is common with many infographics, both purposes are achieved through a carefully chosen layout of both the images and text. Furthermore, the icons are useful when combined alongside text to be both informative and persuasive <sup>to</sup> for the reader. Finally, a set high moral, official vocabulary builds ethos, adding to the ~~trustworthiness~~ <sup>trust</sup> perceived by the reader of the official government source, hence adding to both purposes.



Firstly, the carefully selected, consistent and <sup>stylistic</sup> and confirm structural selection by the author aids in the clear and effective communication and persuasion required for the infographic.

The text utilises a concise grid-like layout, through which each of the icons are placed, allowing the reader to easily select an activity from the host of provided options. Furthermore, the text is broken down into a clear set of sections : the heading, benefits, <sup>and</sup> suggestions. like benefits many infographics, this ensures that the reader may retrieve only the information they need, thus better fulfilling the secondary purpose of gaining attention. Additionally, in terms of the effect that style has on the reader, the blue and orange color scheme is useful in



04AX03

Creating a trustworthy and reliable atmosphere through which the reader may observe the infographic, as the colours do not shades of the colours both symbolise child-like play, as well as facilitate an official feel. Moreover, contrast is used to emphasize especially important points, such as the "Under-1s" box, which inverts the aforementioned colour scheme as to bring attention to the sometimes overlooked idea of "tummy time". The same idea is pursued at the top of the page, where a variation of the colour scheme is used within the icons, likely to better contain the individual ideas, hence drawing attention to the importance of each one, which attempts to fulfill the second. only purpose. Furthermore, the use of bolded



04AX04



4 PAGES / PÁGINAS

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Example  
Ejemplo

27

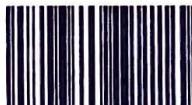
27

Example  
Ejemplo

3

3

headings, often with a larger font, like such as "Physical activity for early years" and "every movement counts," works to aid the readers' understanding of the importance of each section of the infographic, hence improving their respective abilities to achieve both of the required purpose. By purposefully choosing smaller, seemingly open ended statements for each heading, the author is able to better provoke thought and action from the reader. In these ways, it may be observed how important structure is in the effective communication.



04AX01



ication of information through the use of infographics.

Secondly, authors may utilise both visual elements of their texts, as well as textual features in tandem, to better present information. This idea is first seen portrayed in the icons used at the top of the page, where they not only give additional meaning to the text, but also increase white space, therefore decreasing the complexities that would often accompany such infographics. At the same time, each icon has a direct relation to the bolded text to its right, for example the word "Sleep" accompanying a universally accepted "Zz" icon for sleep. While the icon by itself



does little to enhance the meaning of the word "sleep"; it goes a long way to improve the effectiveness of communication, as the reader has the option to rely solely on the icons. This is made more important by the nature of the audience, who will likely have different priorities from reading infographics. Moreover, the ~~its~~ blue squares utilise icons for visual search, however they often contain a persuasive element. For example, most icons commonly contain two individuals to symbolise togetherness, and those that do not, contain a smiling individual. The ~~and~~ this is particularly attractive to the primary audience of parents, who may feel will feel the emotional connection to their child ~~the~~ evoked through the photos used within the images. A similar



04AX03

persuasion is also seen through the emanation; for example, the lines in the "THROW/CATCH" regime, which symbolise action, subsequently calling the reader to that action. Furthermore, the infographic has a subtle play on time through the patient or and continual orange circle which is also a clock. Appealing to the sneaker ethos, the "180" works in tandem with the time-related symbolism of the clock to emphasise the importance of the "180 Minutes Per Day" prescribed by the government agency. While the clock may only be recognised by the anti-smoke reader, it still works to emphasise its importance, thus feel better persuading the reader to take action. The



04AX04

4 PAGES / PÁGINAS

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21 M TZ 2 PI - ENSL

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Example  
Ejemplo

27

27

Example  
Ejemplo

3

3



interplay of text and icons, therefore, plays an integral role in ~~per~~ the persuasiveness of the text.

Finally, authors frequent to much as government agencies must often be careful to ensure they build credibility through language.

The few occurrences of text within the infographic are crafted such that they may effectively communicate important information and facilitate a call to action. This is seen in the phrase "Active children are healthy, happy, school ready and sleep better;" whereby two instances of



alliteration may be observed, which emphasizes the positive connotations of each of the mentioned traits. Furthermore, by using high moded language through the word "are," the author may remove any ambiguity in the facts: the audience will feel as if the statement is completely true and reliable, an important factor in any text with a persuasive purpose. Similarly, the heading "Every Movement counts," also appeals to a consistent, ~~the~~ objective truth set by the author, which may not be denied by the reader. In addition, at the bottom of the text, the short, truncated phrases, "Get Strong," "Move More," and "Break up inactivity," are effective at being persuasive. The short sentences, ~~can~~ combined with first-letter capitalization, work to slow down the



04AX02

reciting speech, thus placing a greater emphasis on the message being conveyed. The imperative language of "Get," "Move" and "Break" also are direct calls to action by the author, once again, one emphasized by the short attention sentence phrases, each separated by a full stop, which symbolises an objective fact. Finally, the final component of the text is the statement "UK Chief Medical Officers' Physical Activity Guidelines, 2019," which evokes ethos through the use of official titles and capital letters. The date, "2019," also adds current relevance to the text, as all informational texts, including infographics, should be recent and have up-to-date information. Also, advertising the government organisation who creates additional



04AX03

credibility, as the reader may better trust the positive, non-profit, society-focused & nature of most government initiatives and ideas. Therefore, language ~~is~~ is crucial in ~~infographics~~ this infographic, as it gives the government agency a platform through which to build ethos and enhance their persuasive ability.

To conclude, this infographic has the inherent ability to be both informative and persuasive, through a combination of structure and style amongst the icons and text, as well as a carefully selected set of high moral, objective linguistic devices to enhance the text's appeal to ethos. Therefore, authors may be given the capacity to express information to wide audiences through an interplay of text and images.

