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## 5

## Identifying Author's Intention & Attitude

*A) Identify the author's intention based on the paragraphs below. Give reasons to your answer.*

*Paragraph 1*

### TACKLING OBESITY

Foods that are high in fat, such as pizza and potato chips, and those high in refined sugar, like chocolate and sweets, should be taxed. In Denmark, there is now a tax on products that contain more than 2.3% of saturated fat. Besides, Malaysia has also implemented tax sugar to address the obesity problems in the country in 1 July. The tax is imposed on sweetened beverages at 40 sen per litre on packaged sweetened drinks. This would make junk foods and sweetened beverages too expensive for people to buy in large quantities. Because obesity is becoming a major problem worldwide, we should discourage people from eating fats and sugars. Hence, we should impose a tax on foods that are high in fat and high in refined sugar.

<b>Author's Intention</b>	To persuade
<b>Reasons</b>	Because obesity is becoming a major problem worldwide, to discourage people from eating fats and sugars

*Paragraph 2***MIND CONTROL**

BrainGate is the idea of Professor John Donoghue and his team of researchers at the Brown Institute for Brain Science, Rhode Island, USA, who investigate how humans change thoughts in the brain into movements. BrainGate is attached directly to the brain. First of all, gold wires are put into the part of the brain that controls movement. These are then connected to a small computer chip which is just a few millimetres in size. When the person thinks about different movements, this creates electrical signals, which are picked up by the chip. After this, the signals that are created by the brain are sent back to a computer, which changes the signals into movements. Finally, the computer uses the robotic arm to carry out these movements. BrainGate can already be used to write an e-mail, operate the TV remote control or even play computer games, just by brain power.

<b>Author's Intention</b>	To inform
<b>Reasons</b>	To inform about the idea of BrainGate of using brainpower to operate devices.

*B) Identify the author's intention and attitude based on the paragraphs below. State the words or details that reflect that author's attitude.*

*Paragraph 1*

### OUR DESERT OCEAN

Modern fishing methods are unsystematic. Everything is caught, not just the fish species targeted. These unlucky fish and other marine animals, known as “bycatch,” are often thrown back dead into the sea. They may not have commercial value, but they are essential to the marine ecosystem. Other destructive fishing methods include cyanide fishing, where fish are poisoned to make them easier to catch, and dynamite fishing, where fish are killed by underwater explosions. Both these methods degrade and sometimes destroy the marine environment.

<b>Author's Intention</b>	To persuade
<b>Author's Attitude</b>	Critical
<b>Reasons</b>	Unsystematic and destructive methods of fishing degrade and destroy the marine environment.

*Paragraph 2***TRAFFIC CONGESTION**

There are a number of steps that can be taken to reduce road congestion. The most obvious solutions involve engineering. This means building more roads with wider lanes so that more cars can travel at the same time. Tunnels and bridges can be constructed in order to reduce the congestion that happens when cars have to stop at traffic lights. A more popular solution, therefore, would be to encourage other forms of transport which will lead to fewer cars on the road. One suggestion is to encourage people to cycle more. This mode of transport has obvious health benefits and reduces air pollution.

<b>Author's Intention</b>	To persuade
<b>Author's Attitude</b>	Objective
<b>Reasons</b>	To reduce road congestion.

*Paragraph 3***PLAGIARISM**

Plagiarism is when you hand in work for an assessment and part or all of the work is not your own. It is considered a serious matter in academic institutions. If a student plagiarises someone else's work, they may lose grades or fail part or all of their course. Typical examples of plagiarism include copying material from another sources, handing in work that is not entirely your own, presenting any idea, argument, et cetera as your own, and handing in work for assessment that has already been assessed somewhere else.

<b>Author's Intention</b>	To inform
<b>Author's Attitude</b>	Objective
<b>Reasons</b>	To inform what is plagiarism, examples of plagiarism and the consequence of getting caught plagiarizing.

*Paragraph 4***ENERGY CONSUMPTION**

According to McKinney, Schoch, and Yonavjak (2007), world energy consumption nearly doubled between 1970 and 2000, and is set to double again between 2000 and 2030. With the vast majority of energy being provided by limited stocks of fossil fuels, and their known impact on the environment, it is perhaps not surprising that many people consider these world energy consumption levels to be dangerously high. While this growth has gone hand in hand with population growth, it has been worsened by the fact that people's consumption patterns are increasing - rising standards of living have further impacted on the levels of consumption.

<b>Author's Intention</b>	To inform
<b>Author's Attitude</b>	Objective
<b>Reasons</b>	World energy consumption is increasing rapidly by the year which is concerning.

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