SECTION C – Analysis of language use

Instructions for Section C

Section C requires students to analyse the use of written and visual language.
Read the material on pages 12 and 13 and then complete the task below.
Write your analysis as a coherently structured piece of prose.
Your response will be assessed according to the criteria set out on page 14 of this book.
Section C is worth one-third of the total assessment for the examination.

TASK

How is written and visual language used to attempt to persuade readers to share the points of view presented in the material on pages 12 and 13?

Background information

Lawton is a town of 3000 people. It used to be on a major highway. However, a recent highway diversion has isolated the town, causing a sharp drop in the number of visitors. This has caused concern for the economic future of the town. There is a range of ideas within the community about how to address this problem.
The local newspaper of Lawton publishes a weekly column written by the Mayor.

From the Mayor, Councillor Alexandra Wiley

Fellow residents,

Since the highway was diverted to bypass our town, we have all enjoyed the resultant peace. How often have we thought how pleasant it is to be able to cross the street for a chat with a friend without taking our lives in our hands! How many of us have been glad to leave our windows open without fear of dust from the road invading our rooms! But there is a downside to this. We risk becoming a backwater, on the way to being a ghost town, if this peace is all we have. Of course we no longer want huge trucks thundering down the main street, but we do want cars: cars full of people who will eat at our beautiful bakery, socialise at our historic pub, buy our handcrafts and used books – even stay at our comfortable motel. We want tourists and, to be blunt, we need their money.

Council has been considering for some time how to attract travellers and we think we have the answer – we have stopped thinking small and have started thinking on a grand scale. Our region is famous for the quality and freshness of its luscious produce, but we need a showcase for it. We grow the most crisp, most succulent fruit and vegetables around, and they should be our emblem. Imagine a spectacular piece of modern architecture, a landmark, a building in which visitors can enjoy our hospitality and in front of which they can take selfies to show their friends! We would have it created right here by local craftsmen and women. There could be no better place for it than our verdant Centennial Park – soaring to a height of 20 metres or more, it would tower over the trees and even over the spire of St Martin’s Church! Imagine the events we could hold and all the merchandise that would go with it – cuddly toys, cards and gifts in the tourist centre … the list goes on, all to promote our region.

We don’t yet have the final concept for what the structure will look like but already, of course, we hear the naysayers. ‘It isn’t original! It has been done! A giant attraction – can’t we think of something else?’ But do you know what – all the towns with giant attractions are thriving! Visitors love them! Research shows that towns with giant attractions receive 20% more visitors. We have been told there are people who make a point of seeing every one, of photographing them all, even making a competition of it. We deserve a share of that prosperity.

Fellow residents, this is our chance. We have to protect our lifestyle – our rural, wholesome Australian lifestyle in our own unpolluted town with its healthy food, sporting teams and annual Show. We must preserve our caring community where neighbours know and look out for one another. We want to welcome newcomers and offer them the chance to prosper among us. We want our farmers to have buyers for their produce, our young people to have jobs, our hospital and nursing home to be viable. We need to be on the tourist map and your Council feels this is the way to achieve it.

Please support this exciting idea for making Lawton a truly great town!

Alexandra Wiley
In the next edition, the local newspaper published the following letter.

Of course we share Councillor Wiley’s concern. Of course we want our town to survive. But destroying its beauty is not the way to make it great. The country is paved with plenty of giant ‘attractions’, all large, ugly installations. Can’t we be different? Can’t we have a cultural focus? Surely an art gallery, an annual music festival, a literary week would be preferable to a monstrosity. The world already has many, too many, ‘selfie’ opportunities! Surely visitors who like this sort of thing are not the type we want. Before we know it, this ‘showcase’ will be overrun by loud children and defaced by vandals, and our air will be polluted by too many cars. Let us consider what gives value to our lives. It is not prosperity at any price, it is not sporting teams and the noisy Show, it is quality of ideas, it is the pursuit of beauty. Our young people would be better employed as catalogue designers, gallery guides or storytellers. We say to Council, please think again.

Ian Warwick
President, Lawton Progress Association

The newspaper’s cartoonist also contributed to the debate.

Source: courtesy of Gary Shaw