PREFACE

Visual texts are texts that are constructed using images or a combination of images and written language. As visual texts are commonly used, the ability to understand and interpret visual texts is an important part of effective communication.

Strengthen English Visual Text Comprehension For Lower Secondary Levels enhances students' understanding of how language and visuals are used to communicate meaning.

Variety of Visual Texts

Visual texts for a variety of purposes are provided to help students develop familiarity with the ways language and visuals are used for impact in various contexts.

Useful Practice Tests

A wide range of questions are included to enhance comprehension and inference skills. The questions draw attention to how visual texts are constructed to suit the purpose and audience.

Answers

Suggested answers to all questions are provided for reference and self-assessment.

Online Resources



Reproducible activity sheets on selected topics are available online at http://onlineresources.sapgrp.com/.

The Editorial Team

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Answers **A1**

Online

❶ Log on to onlineresources.sapgrp.com
❷ Click on the book.
❸ Key in the 13-digit ISBN of this book (found on back cover).



TEST 1

5

Study the webpage below.

Now, you can go Snap Happy without worrying about quality.



Another camera phone on the market



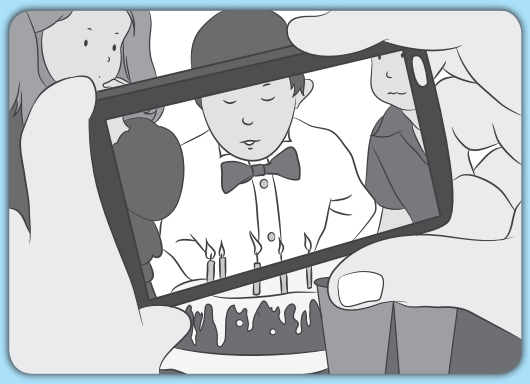
Snap Happy JX24

Which of these pictures do you prefer?

Use our latest camera phone and get the same effect as a professional camera!

A 16 megapixel camera integrated with wide-angle lens, the new Snap Happy JX24 is so easy to use that you are guaranteed to capture beautiful panoramic shots and lovely portraits.

Reviews by recent customers have shown that the Snap Happy JX24 Camera Phone has allowed them to take pictures that they can convert into photo books, or enlarge and print onto canvases without compromising on quality.





JS Edgar, acclaimed wildlife photographer, takes his pictures with the latest Snap Happy JX24. This is the camera phone that both amateurs and professionals love!

Purchase before 30 June to receive a free one-year extended warranty.
Click here for warranty information.

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Refer to the webpage and answer questions 1 – 4.

1. The webpage begins with the statement 'Now, you can go Snap Happy without worrying about quality'. What does this statement say about the problem that people usually face?

_____

_____ **[1]**

2. Based on the two pictures at the top of the webpage, what is the main selling point of the product?

_____

_____ **[1]**

3. What is the effect of the phrase 'reviews by recent customers' on the reader?

_____

_____ **[1]**

4. Tick two boxes to indicate the details that make this a persuasive advertisement for a camera phone.

(a) Stating that an acclaimed professional photographer uses the product ☐

(b) Indicating the model number of the product ('Snap Happy JX24') ☐

(c) Offering a free one-year extended warranty ☐

(d) Emphasizing the catchy name of the product ('Snap Happy') ☐

(e) Describing the kinds of shots that can be captured with the product ☐

[2]

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TEST 2

5

Study the webpage below.



ChatLive A NEW INITIATIVE BY SOCIAL MEDIA MARKETING PTE LTD

ChatLive is the latest digital platform that enhances your networking capabilities and opens the door to a bright future! Start a business, build a career and reach out to contacts through ChatLive.

Sign up now to be part of our trial!

- Free email account
- Access to a database of more than 1000 business and career e-books
- Instant messaging
- Integration with other current social networks such as Face2Face, Trigger and Stay Connected

ChatLive caters to both students and executives.



Students will be able to:

- join online discussion forums
- share audio and video files
- receive discounts from goodbuys.com, businessbooks.com and youngcareers.com
- source for internship opportunities with internationally renowned organizations such as GP, Henderson Bank, Michael Tomlin Marketing and many more



Executives will be able to:

- create an account with a detailed profile that potential employers can access
- access an online job portal
- be notified of career opportunities
- receive the latest industry news
- make new connections with industry leaders
- create blogs to market products

Social Media Marketing Pte Ltd

Email: ask@marketingsm.com

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Refer to the webpage and answer questions 1 – 4.

1. How is the reader assured that *ChatLive* poses no disadvantage in terms of social networking?

_____

_____ **[1]**

2. Refer to the information presented in the section '*ChatLive* caters to both students and executives'. Why might *ChatLive* appeal to students who are working on group projects?

_____

_____ **[1]**

3. Which sentence shows the main purpose of the advertisement?

_____

_____ **[1]**

4. Which of the following details show that *ChatLive* is a platform with a career and business focus? Tick two boxes below to identify the relevant details.

(a) Showing a picture of young people with a tablet ☐

(b) Stating that *ChatLive* 'is the latest digital platform' ☐

(c) Stating that *ChatLive* 'opens the door to a bright future' ☐

(d) Showing the logo of the company that created *ChatLive* ☐

(e) Stating that students can 'source for internship opportunities' ☐

[2]

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TEST 3

5

Study the webpage below.

Earth Network Force

"In April each year, people all over the world celebrate Earth Day and participate in various activities to show their support for the protection of the environment. This year, Earth Network Force is proud to organize a series of activities to raise awareness of the protection of national parks. We warmly welcome all to take part. I hope that every year on Earth Day, you will help to spread awareness of what is happening to our environment and do your part to protect it."



Eric P. Cruz
President of Earth Network Force
(A non-profit organization that aims to increase awareness of environmental issues worldwide)



Save Dreyson National Park

- Find out more about Dreyson National Park and how to protect it.
- Learn how to get to Dreyson National Park.
- Sign up for the Dreyson National Park Earth Day Walk and Jog for families.
- Click here to donate.

Save the Forests

- Find out what various countries are doing when they participate in our initiative, the Forest Canopy Project.
- Contribute to the Forest Canopy Project. Find out what you can do to help.



Everyone has a part to play. You can be as young as two or as old as ninety-two! Contribute what you can to save the earth before it's too late! Do something now!

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TEST 1

1. People are usually unable to take good-quality photographs with a camera phone. [1]
2. The main selling point is the high quality of the photographs taken with the product. [1]
3. The reader will find it more convincing that the advantages of the product are real and not an exaggeration, since there is evidence of good feedback given by recent users. [1]
4. **(a)** Stating that an acclaimed professional photographer uses the product [1]
   (e) Describing the kinds of shots that can be captured with the product [1]

TEST 2

1. It is indicated that *ChatLive* is integrated with other social networks that are currently being used for communication. [1]
2. They will be able to carry out discussions with one another online and also share files. [1]
3. The sentence is 'Sign up now to be part of our trial!' [1]
4. **(c)** Stating that *ChatLive* 'opens the door to a bright future' [1]
   (e) Stating that students can 'source for internship opportunities' [1]

TEST 3

1. Any one of the following: [1]
   - It allows the president to reach out to the reader directly and make the reader feel involved.
   - Identifying the president boosts the professionalism / credibility of the organization and the message conveys the impression that the organization is serious about what it does.
2. It is organizing a Dreyson National Park Earth Day Walk and Jog for families to experience what the park is like, and understand how to protect it. [1]
3. It works with various countries on the Forest Canopy Project. [1]
4. **(a)** To remind the reader of his role in protecting the environment [1]
   (d) To instil urgency in the reader so that he will take action [1]

TEST 4

1. **(i)** Any one of the following: [1]
   - Readers who are busy and wish to shorten their meal preparation time
   - Readers who are beginners at cooking and want recipes which are easy to follow

   (ii) Any two of the following [1]:
   'stress-free' / 'fuss-free' / 'simple' / 'basic' / 'relaxed' / 'easy-peasy' / 'shorten your baking time' / 'do it in 5 minutes' / 'start here without worries'
2. It tells me that the writer has received money or other forms of support for writing these articles, so they serve as advertisement for the sponsors. [1]
3. **(b)** Numbering the steps in the order that they are to be performed [1]
   (e) Placing relevant images next to the steps being described [1]

TEST 5

1. Any one of the following: [1]
   - The findings of a professor from a university are presented during the seminar.
   - A panel of educational experts will speak at the seminar.
2. The reader will feel the pressure to attend the seminar so as not to lose out to many others. [1]
3. They are students from 8 to 12 years old and their parents. [1]
4. **(c)** The sentence 'Strive for the 'A' you deserve!' [1]
   (d) The phrase 'an edge in the competitive school environment' [1]

TEST 6

1. Road safety is not just the responsibility of cyclists; drivers also have to do their part. [1]

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