



# ENGLISH - UNITS 3 SAC - USING LANGUAGE TO PERSUADE

## Outcome 3 - Description of the Task

Analyse the use of language in texts that present a point of view on an issue currently debated in the Australian media.

### ISSUE:

You must analyse both the **visual** and **written** material presented.

KNOWLEDGE AND EFFECTIVENESS OF EXPLORATION		COMMENTS
9-10	Demonstrates a sophisticated and insightful analysis of the ways in which the language of selected persuasive texts is used to position readers in particular ways.	
7-8	Demonstrates a detailed and careful analysis of the ways in which the language of persuasive texts is used to position readers in particular ways.	
5-6	Demonstrates some analysis of the ways in which the language of persuasive texts is used to position readers in particular ways.	
3-4	Demonstrates limited analysis of the ways in which the language of selected persuasive texts is used to position readers in particular ways.	
1-2	Demonstrates little or no analysis of the ways in which the language of selected persuasive texts is used to position readers in particular ways.	
COHERENCE AND EFFECTIVENESS OF STRUCTURE AND ORGANISATION		
5	Highly expressive and coherent writing with confident use of highly appropriate metalanguage.	
4	Expressive, coherent and fluent writing and relevant use of appropriate metalanguage.	
3	Generally expressive, fluent and coherent writing and mostly relevant use of metalanguage.	
2	Some clear expression and some use of appropriate metalanguage.	
1	Simple written expression and limited use of appropriate metalanguage.	
CONTROL OF LANGUAGE CONVENTIONS		
5	Uses highly accurate and precise language conventions.	
4	Uses accurate language conventions.	
3	Uses clear and appropriate language conventions.	
2	Demonstrates limited use of language conventions	
1	Shows little use of language conventions.	

Total: /20

20

## Analysis of language use

Shark culling has been a contentious issue in the Australian media in recent months, sparked by the Western Australian shark cull introduced by WA Premier Colin Barnett on Friday 27 December, 2013. The opinion piece "Locals do not deserve to be demonised over the great shark shock", (The Australian, ~~November 2013~~ Friday, January 31, 2014); was written by Jane Marwick, who asserts that Australians outside of Western Australia are characterising WA citizens as monsters, when in reality they are still coming to terms with <sup>the</sup> shark culling initiative. Conversely, the letter-to-editor "First shark cull death makes me feel ashamed to be Australian", (Sunbury Mail, January 29, 2014), was penned by Terry Goodall, ~~the~~ the owner of Coastal Water Dive. ~~Writing~~ <sup>Writing</sup> while in Perth, Goodall posits that the first shark cull death, and by extension the shark cull program, has caused him to feel ashamed of his Australian citizenship. The cartoon published in The Age on ~~January~~ January 29, 2014 maintains the shark cull is occurring because ~~WA~~ WA politicians enjoy policing borders and do not make decisions based on scientific evidence. ✓

Marwick frequently references the community of Cottesloe in her opinion piece. She claims "it's hard to convey to outsiders the impact in an



community of these shark attacks". ~~The~~ The writer goes on to say fatalities "... [leave] the tight-knit community stunned and devastated". This constant referral to the Cottesloe locals heavily implies the communal values of support and concern these Western Australians have for each other, creating the image of a family in the reader's mind. This appeal to family values allows the reader to comprehend why a shark cull may be welcomed by those wanting to protect their community. ✓

The writer alleges that "it feels like the rest of the nation thinks we're backward and anti-conservation", clearly highlighting Marnwick's ~~view~~ view of the rest of Australia ~~view~~. ~~she~~ she proclaims: "I am certain that we're wrestling with a phenomenon that no one understands". This point of view denigrates the Australians attacking WA locals who support shark culling by implying that because they are not experiencing the issue first-hand, they subsequently cannot fully comprehend the issue. ~~the~~ In turn, the reader ~~is~~ is prompted to feel guilty for any suggestions made about these Western Australians, and alienated as an Australian who should not ~~be~~ depict WA as a cruel state. ✓

Torry Goodall's piece is markedly different when

juxtaposed with Marwick's in ~~his~~ his approach to addressing the reader. Goodall maintains the shark will make him feel disgraced of his Australian nationality. <sup>While Marwick</sup> ~~then~~ employs language devices to alienate the reader, Goodall makes attempts to draw the reader in on a personal level, thereby encouraging his audience to support his view.

Goodall reasons that the ~~will~~ initiative is not being treated logically, but rather emotionally. He ~~then~~ ponders, "why aren't we using the caught sharks for research and science or at least food?" This suggests to the reader that the killing of the sharks is senseless and cruel, and consequently portraying the WA government in the same light. The reader is further made to feel disappointed in the government's approach to the scheme, hence losing faith in them.

Published three days after Australia Day, Goodall heavily targets the reader's sense of national pride. He ~~then~~ declares: "I do not want my money and way of life to be justified or subsidised on an ocean of blood". The writer goes on to ask "why should innocent, amazing, necessary living beings be slaughtered so our Aussie way of life can prosper [?]" These <sup>emotive</sup> comments suggests



to the reader that the Australian lifestyle is not founded on the illogical destruction of another species, inclining the reader to also share Goodall's shame. By apologising directly to a shark and deciding he feels "...very ashamed to be an Aussie~~n~~ on Australia Day", the reader is left to consider the shark cull as an act of disgrace. ✓

When juxtaposing the three texts, all are contrastingly different in tone. Marwick's tone is reserved and ~~the~~ subtly accusing of ~~the~~ wider Australia; Goodall employs an emotionally-charged and disgusted authorial voice; whereas the cartoonist adopts a slightly mocking tone in regards to the WA government. This cartoon asserts that the shark cull initiative was formulated by illogical politicians. ✓

The cartoonist manipulates the reader into believing <sup>their personal</sup> a depictions of both sharks and the WA government. In the illustration, ~~the~~ all four sharks are drawn as ~~harmless~~ harmless, docile ~~creatures~~ creatures. Although their mouths <sup>sets of</sup> are open, no teeth are visible to the reader from the neutral side-on perspective. This allows the reader to visually comprehend the sharks as neutral animals, with no apparent inclination to ~~the~~ attack a human. Furthermore, the sharks are characterized as the



innocent victims, made especially clear by one shark wondering, "Why are they killing us?"

The WA government, on the other hand, is depicted as an institution who "... will control who and what is in [their] oceans [and] under what circumstances it is in there", <sup>despite not "... [liking] science"</sup>. This direct quote from a politician spoken by a shark implies to the reader that the WA government is controlling and dominating the shark's <sup>natural</sup> domain, particularly as "... they ... are policing borders". These portrayals of both parties, in conjunction with the dark purple of the ~~ocean~~ ocean, prompts the reader to consider the government as an invasive, overbearing authority intruding on an otherwise vast and self-sufficient ecosystem.

~~Message~~ Each piece demonstrated varying perspectives of the shark <sup>debate;</sup> ~~kill~~ while Marwick's <sup>opinion</sup> article argued in defence of the Cottesloe community after national backlash, <sup>for</sup> ~~the~~ <sup>conservative</sup> ~~readers~~ <sup>of the Australian</sup> Goodall's letter ~~used~~ <sup>utilised</sup> emotive language to convey his shame in being an Australian citizen, <sup>for readers of the Sydney Mail.</sup> using both written and visual devices, the cartoonist employed characterisations of both shark populations and the WA government to appeal to <sup>conservative</sup> <sup>logical</sup> readers of <sup>The Age</sup> ~~the Australian~~. These ~~perspectives~~ <sup>perspectives</sup> are common examples, <sup>of those</sup> seen in the media in relation to the controversial shark cull issue.