

## Chapter 2 Learner portfolio activity notes

### Notes on Learner portfolio activity 2.2

In contrast to the infographic, the personal account on [cyclingtips.com](http://cyclingtips.com) is targeting a specific audience of active cyclists with the intent to encourage cyclists to participate in future King of the Mountain races. Some of the textual features which appeal to the audience include the use of first person, the use of cycling jargon, the use of imagery and figurative language, the use of photographs, and the close focus on one event.

### Notes on Learner portfolio activity 2.3

You might have chosen a variety of words to characterize the tone and mood of the advertisement. Your choices will depend in part on your own viewpoint and the effect the image has on you personally. Words you might have chosen to describe the tone include *cautionary*, *concerned*, *confrontational*, *contemptuous*, *depressing*, *distressing*, *empathetic*, *grim*, etc. The mood might be described as *angry*, *fearful*, *melancholy* or *tense*.

### Notes on Learner portfolio activity 2.4

Again, the exam marking notes can give you a good indication of the features an examiner might expect you to pick up on.

An adequate to good analysis will:

- identify the text as part of a guide for readers with a particular focus on the world of business
- notice how the writer considers himself an expert and give examples of this
- give examples of, and make some comment on, the author's view of humans as aggressive and dominant. Notice analogies with the animal world
- make some observations about the authoritative tone of the article and its strong masculine bias, including some comment about the nature of the illustrations
- consider who the primary audience is and perhaps identify other potentially interested readers.

A good to very good analysis may also:

- consider more fully what audience the text is targeted at and how it promotes values or ethics in business or in the relation between the sexes that are passé (supported perhaps by observations about the illustrations)
- notice and give examples of the author's pseudo-scientific discourse and perhaps comment on how assertive it is. Possibly comment on the speciousness of his

reasoning, particularly with respect to the apparent contradiction right at the end of the extract

- notice some of the ways in which the guide is representative of the self-help genre as well as commenting more fully on the anthropological analogies, both explicit and implicit, that the author makes between human and animal behaviour
- comment in more detail on the way men and women are represented in both the text and the figures, or more generally about what seem to be the writer's purposes or the values that seem important to him.

## Notes on Learner portfolio activity 2.5

You should have identified the second introduction as the more effective one. The first one is full of description or summary of content and does not include a focused thesis statement. The second example does include a brief summary of content but goes further in providing context: establishing authorship (even explaining Oxfam's aim as an organization), identifying the text's medium (a website) and acknowledging the text's audience and purpose (to inform and persuade). The thesis statement has a clear sense of direction and is much more focused on specific stylistic elements (rhetorical devices and graphology) that are used to inform and persuade. We can see that this response is headed somewhere.

## Notes on Learner portfolio activity 2.6

- a. 5: This example effectively integrates quotations and follows up with the effect of the examples in relation to the point (about purpose).
- b. 3: There are some clear issues with the grammar and syntax of this example, but the student does make an attempt to integrate the quotation within their own ideas.
- c. 2: This is a weak example of integration. The quotations sit by themselves in one isolated sentence. There is an attempt to follow up with an effect (mood), but it stops there.
- d. 1: This is the weakest example of integration. The quotations are not embedded within the point, and there is no explanation of how these particular references demonstrate a cheerful tone.
- e. 4: This is a good example of integration, although the references that have been chosen do add a level of description to the point rather than analysis and evaluation.

## Notes on Learner portfolio activity 2.7

Neither of these conclusions is very long, and both begin with a similar phrase. However, it should be fairly clear that the first example is the more effective one. The student actually reaches an evaluative conclusion, commenting on how effective the author is in achieving their purpose and offering a suggestion for how that purpose might have been better achieved. The second example is pretty much a regurgitation of what the student has

already commented on in either the introduction or the body of the essay; it serves no additional purpose.

### Notes on Learner portfolio activity 2.8

In this case, the guiding question provides a fairly straightforward path towards analysis: *In what ways does this app preview web page appeal to a prospective buyer of this product?* You could focus on two, three or four specific ways in which the web page appeals to prospective buyers.

You might start with an introduction in which you present some context: the intended audience of the text (and potential buyers of the product) are readers who would be interested in reading an interactive text with a portion of the story based on physically visiting real-life settings. The target audience would probably already be owners of phones and tablets who primarily read e-books. From here, you could construct a thesis statement that reframes the guiding question: *This web page attracts viewers and informs them of this new product through the use of textual features such as reviews from credible sources (for example, LA Times), customer ratings (testimonials) and screen shots which visually appeal to the potential user.*

Within the body of your essay, you could expand on each of these textual features and zoom in further on aspects of language and stylistic devices, such as lexical fields, rhetorical pauses and exclamations, enumeration, imagery, point of view, tone, etc.

You might conclude with an evaluation of the success of the advertisement: do you think it is effective in reaching its target audience? You might also comment on the irony that this modern, interactive product is at its heart based on one of the oldest and most traditional forms of entertainment: the story.