



Western Australian Certificate of Education Examination, 2010

Question Paper

ENGLISH

Stage 2

Time allowed for this paper

Reading time before commencing work: ten minutes
Working time for paper: three hours

Materials required/recommended for this paper

To be provided by the supervisor

This Question Paper
Standard Answer Book

To be provided by the candidate

Standard items: pens, pencils, eraser, correction fluid/tape, ruler, highlighters

Special items: nil

Important note to candidates

No other items may be taken into the examination room. It is **your** responsibility to ensure that you do not have any unauthorised notes or other items of a non-personal nature in the examination room. If you have any unauthorised material with you, hand it to the supervisor **before** reading any further.

Structure of this paper

Section	Number of questions available	Number of questions to be answered	Suggested working time (minutes)	Marks available	Percentage of exam
Section One: Reading	2	2	60	30	33.33
Section Two: Writing	6	1	60	30	33.33
Section Three: Viewing	2	1	60	30	33.33
Total					100

Instructions to candidates

1. The rules for the conduct of Western Australian external examinations are detailed in the *Year 12 Information Handbook 2010*. Sitting this examination implies that you agree to abide by these rules.
2. Write your answers to each section in the Standard Answer Book.
3. You must be careful to confine your responses to the specific questions asked and to follow any instructions that are specific to a particular question.

Stage 2 text types

Where textual references are required for responses, candidates must make **primary** reference to text types drawn from the stage being examined. They may also make reference to other text types.

Stage 2	<p>Written: novel, short story, discursive and didactic essays including feature articles, autobiography and/or biography, workplace texts, websites, song lyrics/poetry, still images associated with written texts, advertisements</p> <p>Visual: film, television programs, advertisements, oral texts, websites, still images</p>
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Section One: Reading**33.33% (30 Marks)**

In this section there is **one** text and **two** questions. Answer **both** questions.

Question 2 requires reference to texts you have studied; you must make primary reference to at least **one** of the **written text types** listed for Stage 2 units. You may also make reference to other text types.

Suggested working time: 60 minutes.

Question 1**(15 marks)**

Explain the ideas promoted in **Text 1**, which is provided on pages 4 and 5.

Question 2**(15 marks)**

Explain why you responded as you did to the idea/s offered about a topic, an event or a person in at least **one** written text you have studied. Do **not** refer to Text 1.

Your response should:

- discuss the idea/s presented and
- explain your response and the reasons for it (for example, the use of conventions; your context; your previous reading).

Text 1

The following feature article by Emma Holder was published in the Autumn 2010 edition of Everyday, a Western Australian publication for members of a private health fund. It describes itself as a 'Health and Wellbeing Magazine'.

The Jury on Junk

Persuading kids to eat well can be tricky at any time but it's even harder when junk food advertising undermines parents at every step. Now, writes Emma Holder, The Parents Jury is fighting back.

Pester power. It's a term that has the champagne corks popping at advertising agencies; a term that has parents tearing their hair out in frustration. For those unfamiliar with the expression, it refers to the awesome influence children and teenagers can have over their parents' purchasing decisions, whether it is for the latest computer game, the 'right' clothes, a sugary breakfast cereal, or a fast food meal that comes with a toy tied in with a popular movie.

When it comes to junk food, helping to bring beleaguered parents some relief is The Parents Jury – an online network of parents, guardians and grandparents who have a common interest in improving the food and physical activity of children in Australia.

It provides a forum for parents to voice their opinions and enables them to collectively advocate for matters that concern them, such as junk food advertisements that exploit pester power by directly targeting children.

"This is a very important issue for our members," says Karen Sims, manager of The Parents Jury. "These advertisements are highly seductive and persuasive, and use sophisticated techniques like toy giveaways to encourage children to eat poor food."

According to the Coalition on Food Advertising to Children (a group of 15 prominent Australian health figures and organisations), the average child who watches two hours of television per day is bombarded with over 2200 junk food advertisements per year – a fact that must alarm many parents. So it's encouraging to know that The Parents Jury is campaigning to significantly reduce the marketing of junk food to young children.

They have called for a ban on commercials for junk food – defined as food and drinks that are energy-dense and micronutrient-poor – on television during children's viewing hours, through submissions to the Senate, state governments and the Australian Media and Communications Authority.

Besides the marketing of unhealthy food to kids, The Parents Jury has four other key areas of concern:

- ✓ promoting healthy food within schools
- ✓ the importance of physical activity to children's wellbeing
- ✓ the importance of healthy eating for kids
- ✓ advocating for half of supermarket checkout aisles to be free from junk food – another way they are trying to battle pester power.

The Parents Jury runs campaigns throughout the year that relate to their five areas of concern. A campaign might entail conducting opinion polls, letter writing, publicising the cause in the media and lobbying governments, food manufacturers and key decision makers for improvements. The Parents Jury also provides members with resource kits that help them advocate the cause in the local community.

See next page

In 2010, two campaigns that have proven to be effective and popular in the past will be repeated: the Fame and Shame Awards and the Food Detectives. For the awards, The Parents Jury members vote for the best and worst food marketing campaigns aimed at children – the results are picked up in media around the nation, creating negative publicity for the companies voted worst for peddling junk food to kids.

Food Detectives investigate the claims made on the packaging of children's food by assessing the real ingredients and reveal which companies use spurious or misleading spin to encourage parents to buy unhealthy food for their children.

Formed in 2004, The Parents Jury is funded and co-ordinated by Cancer Council Australia, the Australian and New Zealand Obesity Society, Diabetes Australia Victoria, Queensland and Western Australia, VicHealth and YMCA Victoria – organisations that share a commitment to improving children's nutrition and fitness levels, and combating Australia's very alarming child overweight and obesity numbers.

Australian Institute of Health and Welfare figures reveal that approximately 20 – 25% of children in this country are overweight, with around a quarter of these children classified as obese. "These figures are an indictment on all of us – parents, schools, the whole community. We all need to take action. Given the serious physical, psychological and social effects on children of being overweight, The Parents Jury is working to try and reverse the trends," says Sims.

Some people may wonder why The Parents Jury is necessary – shouldn't parents be responsible and just say 'no' when their kids pester for junk food? To this, Sims answers, "Clearly it is ultimately the parents' responsibility. What we're trying to do is provide supportive environments for parents – making it easier for them to say no and providing information on why and how they should make healthy food choices."

In the nearly six years it has been operating, The Parents Jury has attracted over 4000 members from around the nation. If you are a parent, grandparent or guardian and wish to add your voice to the cause, simply visit The Parents Jury website at www.parentsjury.org.au to register.

End of Section One

See next page

Section Two: Writing**33.33% (30 Marks)**

In this section there are **six** questions. Respond to **one** of the six questions.

Your response should demonstrate:

- clear sense of purpose, context and audience appropriate for the topic
- conventions of a genre appropriate for the topic
- use of tone, vocabulary, punctuation, spelling, syntax and paragraphing appropriate for the topic
- content appropriate for the topic.

Where a question requires textual reference, you must make primary reference to one of the text types listed for Stage 2 units. Where a question does **not** require reference to texts studied but you wish to refer to a text, you may use any text of your choice.

Suggested working time: 60 minutes.

Question 1**(30 marks)**

Texts often use conventions in surprising ways to achieve their purpose.

Respond to this statement with reference to at least **one** written or visual text you have studied this year.

Question 2**(30 marks)**

Advertising provides information more than it influences attitudes.

Argue for or against this statement.

Question 3**(30 marks)**

Texts can help us to understand people who are not like us.

Discuss this statement with reference to a character/s or person/s from at least **one** of the texts you have studied this year.

Question 4**(30 marks)**

Inform an audience in another country of what you see as the most important issue facing Australia today.

Question 5**(30 marks)**

Texts offer ideas about relationships in society.

Discuss this statement with reference to at least **one** written or visual text you have studied this year.

Question 6**(30 marks)**

Compose a piece of narrative writing using the image on the opposite page.

See next page



End of Section Two

See next page

Section Three: Viewing**33.33% (30 Marks)**

In this section there are **three** images and **two** questions. Choose **one** question and answer **both** parts (a) and (b) of the question.

Where a question requires reference to texts you have studied, you must make primary reference to at least **one** of the **visual text types** listed for Stage 2 units. You may also make reference to other text types.

Suggested working time: 60 minutes.

Question 1**(30 marks)**

(a) Explain how visual codes in at least **one** of the images provided present a particular view of the world. (15 marks)

(b) Discuss how the codes and conventions of at least **one** visual text you have studied present an issue.

(Do not use any of the images provided in this paper as your primary reference for part (b) of this question.)

(15 marks)

or

Question 2**(30 marks)**

(a) Discuss how visual codes in at least **one** of the images provided represent a group of people in a particular way. (15 marks)

(b) How do the codes and conventions of a visual text attempt to influence an audience? Answer with reference to at least **one** visual text you have studied.

(Do not use any of the images provided in this paper as your primary reference for part (b) of this question.)

(15 marks)

End of questions

Image 1. Black-and-white copy of an advertisement published in *The West Weekend Magazine* in January 2010, shortly before Australia Day.

AUSTRALIANS
MAN YOUR ESKYS
THIS JANUARY 26

GET INVOLVED
THIS AUSTRALIA DAY

However you celebrate, do yourself proud.
Find out about events near you at australiaday.org.au

Australia Day Celebrate what's great!

Adobe PS Image

Original image altered by Curriculum Council for copyright reasons.

Image 2. Black-and-white copy of the cover of the Feb/Mar 2010 issue of the magazine *Outback: The Heart of Australia*.



Image 3. Black-and-white copy of a promotional poster for the film *Clueless* (1995).

For copyright reasons this text cannot be reproduced in the online version of this document but may be viewed at www.cinemasterpieces.com/clueless1sh.jpg

ACKNOWLEDGEMENTS

Section One:

Text 1 Holder, E. (2010). The Jury on Junk. *Everyday: Your Health and Wellbeing Magazine*. Autumn pp. 24–25.

Section Two:

Question 6 Morton, P. (2008. July 19–20). Fatherhood [Photograph]. *The Weekend Australian Magazine*. p. 45.

Section Three:

Image 1 Australians man your eskys [Advertisement]. (2010, January 23). *The West Weekend Magazine*, p. 17.

Image 2 Trewin, T. (2010). Photograph of an outback family [Magazine cover photograph] *Outback: The Heart of Australia*, (February/March), p. 1.

Image 3 Paramount Pictures. (1995). *Clueless* [Promotional poster]. Retrieved March, 2010, from: www.cinemasterpieces.com/clueless1sh.jpg

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