School of Secondary-Tertiary Studies

Unit Standard 12416

Explore language and think critically about static images

3 Credits

Marking schedule for Task 1 (50 cent poster)

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| **PC 1.1: At least one main idea or message is identified with reference to at least one relevant section of the text.** |
| 1.What do you think is the meaning of the question; **“At the end of the day, what will you hang on to?”** | *Accept any answer which identifies that the message is about any of the following**- values**-choosing what is important**-conflict between family and gangster life.* *An example answer may read: “It’s asking about what’s important to you and what you will choose, your family or your gang?”* | These two questions each give opportunity for the student to meet the criteria for 1.1One clear idea from either question will allow the student to meet the criteria. |
| 2. What does the visual image tell you about the character’s lifestyle? | *Accept any answer which identifies one of the following messages and refers to the text**-He has a baby and a gun**-He lives a gangster lifestyle, shown by his gun and/or his tattoos**-He has a baby to look after* |

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| **PC 1.2: The significance of a main idea or message is explained with reference to at least one relevant section of the text.** |
| 3.What does the image say about doing what you want to in this life? What shows you this in the image? | *Accept any answer which identifies one of the following points and refers to the image.**-The man is living a street life and he has a baby which shows he is doing what he wants, by bringing a baby into that lifestyle.**-The man has a gun which shows that he is prepared to hurt people.* | These three questions each give the student the opportunity to achieve 1.2.One clear idea with an example from any of these three questions will allow the student to meet the criteria. |
| 4.From the image, we know he is an adult because he has a baby with him, so how does this poster show that the film is meant to appeal to teenagers? Refer to the image to support your views. | *Accept any answer which identifies that any of the following things may be targeted towards teenagers.**The poster is meant to appeal to teenagers because* *-he is wearing a backwards cap**-he is wearing a doo rag, and* *-he has a gun* *-he has a baby**and these are things which most teenagers think are cool and/or can relate to* |
| 5. What does the image say about the issues facing many young African Americans and the communities in which they live?  | *Accept any answer which identifies one of the following issues and refers to the image. The image reference is in brackets.**Many young African American people are facing the following issues in their communities**-Gang violence and guns(gun)**-Babies being born to young parents (baby)**-Babies being born into violent and/or unsafe communities (gun)**-Their futures are uncertain beyond street gang existence(tough image/cap/tattoos)**-Young people get involved with violence(guns)* |

6. Complete the following chart

* **PC 1.3 Three examples of language features are identified using appropriate terminology, and each example is described in terms of its effect.**
* **Only 3 of the 4 (a, b, c and d) features need to be correctly identified and their effects described to meet the criteria**
* **Answers are in italics below.**

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|  | Technique | Example | Effect/Purpose |
| E.g. Visual feature | Symbolism | The white doo rag around his head under the backwards cap. | Both the doo rag and the backwards cap are symbols of urban street and gangsta culture. Together they emphasise that the subject is trendy, tough and doing things the way he wants. |
| 1. Visual feature
 | Symbolism | *The gun* | *This is a symbol of gang culture and emphasises his tough image* |
| 1. Visual feature
 | *Font or lettering* | The words “southside” tattooed across his back are in tribal script. | *This lettering style shows that he is a gangster.* |
| 1. Verbal feature
 | *Slang* | GET RICH OR DIE TRYIN’ | *This draws in the target audience of teenagers as they can relate to the way the last letter is dropped.* |
| 1. Verbal feature
 | Questioning | *At the end of the day what will you hold on to?* | *This is designed to make the audience think about what is important to them in their own lives, or to wonder what will happen to the man in the image and to watch the film* |

7. Complete the following chart

* **P.C 1.4 An aspect of the organisation of the text is identified and explained with reference to at least one relevant section of the text.**
* **Answers are in italics below. The student must give one example and its corresponding effect.**

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|  | Aspect | Example | Effect/Purpose |
| E.g. Organisational aspect | Layout | The dominant image is a photo from behind of a man holding a baby, placed clearly in the centre of the page. | Our eyes are drawn to the image and see it as a whole before noticing the details within it. It is an interesting photograph. |
| Organisational aspect | Contrast | *The man is black on a white background.*Or*The baby contrasts with the gun.* | *The white background makes the man stand out.*Or*The baby makes the gun look more dangerous and the gun makes the baby look more vulnerable.* |