

**SECTION C – Analysis of language use****Instructions for Section C**

Section C requires students to analyse the use of written and visual language.

Read the material on pages 12 and 13 and then complete the task below.

Write your analysis as a coherently structured piece of prose.

Your response will be assessed according to the criteria set out on page 14 of this book.

Section C is worth one-third of the total assessment for the examination.

**TASK**

How is written and visual language used to attempt to persuade the audience to share the points of view of the speakers?

**Background information**

*big splash*, a large Australian financial institution, sponsors an annual award given to a noteworthy Australian volunteer organisation. Stephanie Bennett, its Chief Executive Officer, presented the 2015 award before a large gathering. Mathew Nguyen accepted the award on behalf of the winning organisation. The event was televised. Pages 12 and 13 contain transcripts of Stephanie's presentation and Mathew's acceptance speech.



Stephanie Bennett is at the lectern, on which is hanging a banner, shown below.



'Distinguished guests, ladies and gentlemen, and volunteers from around the country, it is my great privilege to present the 10th annual **bigsplash** Australian Volunteers Award. **bigsplash** offers a \$100 000 donation to further the aims of Australian volunteer organisations in any field, in Australia or overseas. As an institution with a strong commitment to the local and global communities it serves, it is part of our corporate ethos to extend a helping hand to volunteer organisations whose work complements our vision for a better future. Over 200 such organisations entered for the award this year. We at **bigsplash** were truly inspired by the various submissions. Choosing from so many worthwhile submissions was challenging, and we particularly congratulate those on stage who represent the short-listed organisations.

All too often, the work of volunteers is undervalued and under-recognised. Do you know how many Australians volunteer each year? A quarter of the Australian population! I think we take this wonderful band of Australians for granted. The website 'Volunteering Australia' reports that five years ago the total number of hours volunteered by Australians was estimated to be 713 million! What would the numbers be today? If the minimum hourly wage in Australia is \$17, we're looking at billions of dollars of voluntary work. This is the kindness of strangers. In a world that may seem preoccupied with money, it is humbling that so many people, young and old, are prepared to give their time without payment. We seem, however, to be becoming more and more dependent on volunteers to make our country function. Far too often these people are taken for granted – which is why **bigsplash** inaugurated this award.

Volunteers and their organisations are heroic. Australian heroes! What would we do without them? Consider the scope of their contributions. There would be no ambulance volunteers to attend to medical problems at major events, no-one would clean up beach litter, there would be no lifesavers and no-one would search for children lost in the bush! Or, on a more everyday level – many elderly people live alone. Thanks to volunteers they are able to stay in their own homes. Volunteers take them to medical appointments, shopping centres, social gatherings. They deliver meals and provide company. Without volunteers these people would be stranded. My own mother has benefitted from these services. And when there is a disaster overseas, Australian volunteers are there to help build communities and provide help and hope to our neighbours. It would be impossible to name all those organisations that make our lives better. Consider how often we have overlooked this enormous workforce as we go about our daily lives. Our **bigsplash** award aims to address this lack of acknowledgment.

We Australians are blessed with volunteers who are so much a part of the landscape that we forget that they do so much without thought of reward. And we, to our great shame, so frequently disregard their contribution. We take it for granted that busy people will give up their time to coach junior sporting teams. We take it for granted that the State Emergency Service volunteers will work through the night securing a roof in torrential rain. Volunteers give to us that most valuable of life's gifts – their time – and they give it generously. Their contribution stitches together the social fabric of our nation. Unselfish acts create a ripple effect that enriches us all. Volunteers remind us that we are one society



and one world. We should never forget or overlook them. *bigsplash* certainly does not. We at *bigsplash* recognise the value of the volunteers of Australia, and we thank them!

*Applause*

Without further ado, I would like to open this envelope ... and announce the winner of this year's helping hand from *bigsplash*, the 2015 Australian Volunteers Award ... It's ... Tradespeople Without Borders!

*Mathew Nguyen, spokesperson for Tradespeople Without Borders, steps forward to accept the award amid resounding applause. On the screen behind him, the image included with their application is projected.*



'Thanks heaps, *bigsplash*. Cheers, everyone. We didn't expect this. Speaking isn't really my strong point but I'm totally blown away. I want you to know that we are really grateful that you have decided to recognise a fairly new organisation like ours and support tradies who want to help. We'll use the money to continue to do so.

My mate and I founded Tradies Without Borders when we realised how hard some people find it to afford a plumber when their sink gets blocked. We

offered practical help to anyone who needed it. Now we've expanded and we also go overseas to dig toilets – did you know that 2.5 billion people on the planet don't have access to a loo? – and to help to rebuild homes after natural disasters. We have many members now so we can offer lots of services. Some might think we just like trips abroad but that isn't it – we want to make a difference, and we do, and we hope we help Australia's reputation as a caring country too.

I'd just like to say this, though. Stephanie may be right when she says volunteers aren't appreciated enough – but we haven't found this. The people we help are always grateful and thank us over and over again. But we don't ask them to be grateful, anyway. When your home's been wiped out in a flood, you have a right to expect someone will help you and the same goes for someone without a proper toilet. Those of us who have been lucky enough to live in comfort, learn a trade and make some money shouldn't ask for praise when we lend a hand to someone who hasn't had these things – it's just what a decent human being should do. And the pleasure we have got from seeing things improve for people is even better than this award. Research actually shows that volunteers are happier than other people and we have found that it is true. Volunteering is its own reward.

Thanks to all the members of Tradies Without Borders for the fun we have. Congratulations to all the other finalists. And thanks again to *bigsplash*.'

*Applause and cheering*

END OF SECTION C  
TURN OVER