

VIBE ACTIVITIES

Advertisement— *Is your new purchase really all yours?* page 13

Advertisement



Australian Government



Personal Property Securities Register



Is your new purchase really all yours?

Check if someone has a claim to the used goods you're buying.

The new national Personal Property Securities Register lets you check that the used goods you are buying, like a used car, boat or machinery – almost anything except real estate – doesn't have a security interest over it. After all, if you buy an item that still has money owing, you could end up having it repossessed by the lender.

Don't risk a repossession – the PPS Register makes it easy and affordable to access national information for peace of mind before you purchase. Fees will apply.

Check before you buy at:
australia.gov.au/ppsr
or call 1300 007 777

Protect your interests.

Authorised by the Australian Government, Capital Hill, Canberra. Printed by Caxton Print, 45 Huntingwood Dr, Huntingwood, NSW 2148.

Advertisements are persuasive texts that use language and visual techniques to encourage the consumer to believe that they need or want a particular product or service, or as a community service to inform consumers.

The “Is your new purchase really all yours?” advertisement is part of a national campaign to help consumers and businesses ensure that the property they buy doesn’t still have money owing on it.

READ *Is your new purchase really all yours?* on page 13

ACTIVITY 1

BUILDING READING SKILLS

- skimming and scanning for information.
- reading headings, sub-headings, text boxes and picture.
- reading for meaning.
- making connections between the text and your world.

There are three levels of comprehension questions:

- Literal** The answer is located in one sentence in the text.
- Inferred** You need to make links between text and graphics (such as photographs, illustrations, maps and tables) and what you already know.
- Applied** The answer is in your background knowledge, what you already know or feel.

1 What is the purpose of the question used in this ad?

(applied)

- to make people purchase more products.
- to create humour.
- to make people aware that there could be money owing on their purchased product.
- to make the consumer nervous about buying a product.



2 Which organisation has placed this ad?

(inferred)

- Toyota
- Australian Government
- NSW Government
- 1300 077 777

3 What is the function of the new national Personal Properties Securities Register?

(inferred)

- It gives businesses more choice over what they sell.
- It helps you make insurance claims.
- It helps you buy new cars.
- It lets you check that the goods you are buying aren't linked to someone else's debt.



4 The ad says: If you buy an item that still has money owing, you could end up having it repossessed by the lender. What does repossessed mean?

(applied)

- paying too much for a product.
- you own the product outright.
- the product is taken back because it has not been paid for.
- you get added bonuses with your purchase.

5 Does it cost anything to be listed on the Personal Properties Securities Register?

(inferred)

- YES
- NO

6 What is the purpose of this ad?

(applied)



7 How does the visual image support the message of this ad?

(inferred)

ACTIVITY 2

LANGUAGE CONVENTIONS – SPELLING

- 1** The spelling mistakes in these sentences have been underlined. Write the correct spelling for each word in the box.

- Be careful what you perchase.
- You can have greater securitie.



- 2** Each sentence has one word that is incorrect. Write the correct spelling of the word in the box.

- Check if somewon has a claim.
- It appplys to anything except real estate.

ACTIVITY 3

LANGUAGE CONVENTIONS – GRAMMAR

- 1** Which type of word is *information* in this sentence?
The PPS Register makes it easy and affordable to access national information.

- noun
- preposition
- adverb
- adjective



- 2** The ad says: *Check before you buy at: australia.gov.au/ppsr Check before you buy* is an example of

- a verb
- a noun
- an imperative
- a question

ACTIVITY 4

WRITING AN EXPOSITION



An Exposition is a type of Argument text that states one point of view about an issue. Here is how Expositions are typically structured:

ARGUMENT Type	Social Purpose	Stages	Phases
Exposition	argues one point of view about an issue	<p>Thesis</p> <p>Arguments</p> <p>Restatement</p>	<p>preview</p> <p>evidence</p> <p>statistics</p> <p>quotes</p> <p>examples</p> <p>elaborations</p> <p>review</p> <p>conclusions</p>

TOPIC - The “Is your new purchase really all yours?” advertisement effectively uses language and visuals to persuade.

Write an EXPOSITION to argue your reasons.

Think about:

- language and visual techniques used in the advertisement.
- examples, elaborations and other evidence to support your ideas.

Remember to:

- research your topic and plan your writing.
- choose your arguments carefully.
- give reasons for your arguments.
- give examples to support your arguments.
- write in sentences.
- pay attention to your spelling and punctuation.
- use a new paragraph for each new idea.
- choose your words carefully to convince a reader of your opinions.
- check and edit your writing so that it is clear for a reader.