

Section A – Visual Texts

Look at Text 1. Tick [✓] the phrase that best describes the purpose of the poster.[1]

Answer: to encourage diners to do their part to keep hawker centres clean

- ☐ To raise diners' awareness of how dirty hawker centres are = Text 1 clearly calls for action ['the public must do their bit to maintain cleanliness standards of hawker centres', 'they should clear their litter and leave nothing on the table...']
- ☐ To educate diners on the need to clear their trays = again, the purpose of Text 1 is not just to educate the readers but to take action.

How does the image in Text 1 support the statement 'EVERY BIT ADDS UP'? [1]

- ❑ DESCRIPTION: The image shows the state of the hawker centre with tables piled with litter / crockery and cutler littered on the tables / litter and cutlery strewn all over the tables
- ❑ CONNECTION: reinforcing how every individual's failure to keep the hawker centre clean contributes to the unsightly sight / dirty hawker centre.

Identify the phrase in Text 2 which **reinforces [= proof / supports]** the idea in Text 1 that clearing the tables has a 'rippling effect'. [1]

'rippling effect' – a situation in which one event produces effects which spread and produce further effects.

❑ 'an example for others to follow'

Look at Texts 1 & 2 and statements (a) and (b). Decide whether the statements refer to Text 1, Text 2, both texts, or neither text. Circle the answer you have chosen for each statement. [2]

(a) Readers are encouraged to take action – Both

(a) Tone suggests that reader and writer are of the same status –
Text 2