

The majority of questions within the coursebook activities are open in the sense that there are no clear right or wrong answers to them. In light of this, answers have only been provided for more closed-question activities.

Chapter 1

Activity 1.1

In the right-hand column of the table below are suggested answers to explain what is signified in Texts 1.1–1.3.

Signifier		Signified
Text 1.1	means	a type of fruit
Text 1.2	means	a Christian symbol for sinfulness
Text 1.3	means	a leading technology brand

Activity 1.2

Signifier	What is signified?	Symbol or icon?
Text 1.4 – hammer and sickle	Communism	symbol
Text 1.5 – dove	peace	symbol
Text 1.6 – envelope	email message	icon
Text 1.7 – emoji	an emotion	icon

Activity 7.1

- 1 c (antithesis)
- 2 h (alliteration)
- 3 b (diacope)
- 4 f (amplification)
- 5 a (anaphora)
- 6 d (chiasmus)
- 7 i (tricolon)
- 8 g (metaphor)
- 9 e (anadiplosis)

Activity 12.8

b / U U | / U U | / U | / /
 ‘anyone lived in a pretty how town’ (E.E. Cummings)

c U / | U / | U / | U / | U /
 ‘If I should die think only this of me’ (Rupert Brooke)

d / u | / uu | / u|u / / u | / u | / u u

‘Sarah Cynthia Sylvia Stout would not take the garbage out.’ (Shel Silverstein).

e u /|u / |uu /

‘Now only words in a rhyme’ (Carol Ann Duffy)

f / / | / u | / u|/u|u u /|

‘Gas! GAS! Quick, boys! – An ecstasy of fumbling’ (Wilfred Owen)

Chapter 2

Activity 1.8

Students may suggest similar lists of words to those in this copy of the table.

In the early 20th century, good mothers and wives were seen as ...	Both then and nowadays, good mothers and wives are seen as ...	Nowadays, good mothers and wives are seen as ...
dependent unquestioning devoted hard-working thoughtful cost-conscious obedient agreeable self-sacrificing involved meticulous resourceful diligent care-takers graceful	devoted hard-working thoughtful cost-conscious self-sacrificing involved resourceful diligent care-takers	independent enlightened firm attractive educated smart devoted hard-working thoughtful cost-conscious self-sacrificing involved resourceful diligent care-takers

Activity 3.4

Students could relate the following terms to Texts 2.21–2.23.

Text 2.21	Text 2.22	Text 2.23
Shockvertising Awareness campaign	Spoof advertising Anti-advertising	Anti-advertising Awareness campaign Purpose-driven content marketing

Activity 3.15

Students may give some of the following examples from Text 2.29 ('Their time is up', Oprah Winfrey). References here are to line numbers.

Allusion	Anaphora	Anecdote	Enumeration	Parallelism	Polysyndeton
10, 21	6–7, 43–47, 61	1–11, 48–67	16–22, 43–47	16–17, 43–47, 61–62, 69–71	44–45

Chapter 3

Activity 3.23

The following examples from Text 3.29 could be used to illustrate ideas a–j. References are to line numbers.

- a** 10–12
- b** 17–18
- c** 23–25
- d** 28–30
- e** 35–38
- f** 45–47
- g** 52–54
- h** 58–64
- i** 67–68
- j** 81–82

Activity 3.24

The following examples from Text 3.29 could be used to illustrate the stylistic and rhetorical devices a–g. References are to line numbers.

- a** 23–25 (appeal to authority)
- b** 10–16 (hypophora)
- c** 62–63, 67–68 (simile)
- d** 1–9 (anecdote)
- e** 72–74 (allusion)
- f** 52–54 (imagery)
- g** 61 (play on words)

Chapter 4

Activity 1.4

The following examples from Text 4.5 could be used to illustrate the propaganda techniques a–f. References are to line numbers in the text.

- a** Assertion: 18–20, 28, 29–30, 37–42
- b** False dilemma: 34–36
- c** Name calling: 16, 28, 29–30, 38, 41
- d** Appeal to fear: 13, 16–17, 25–28, 37–42
- e** Glittering generalities: 19–20, 24, 30, 35
- f** Appeal to authority: 26–28

Activity 1.13

The completed table showing the techniques used in photographs and in graphic novels (or both) might look like this.

Techniques used to construct meaning in photographs <i>only</i>	Techniques used to construct meaning in <i>both</i> graphic novels and photographs	Techniques used to construct meaning in graphic novels <i>only</i>
exposure depth shutter speed contrast texture abstraction	colour rule of thirds camera angle lighting symbols gaze composition subject	blank space gutter voice-over panels emanate speech bubble cartoonification