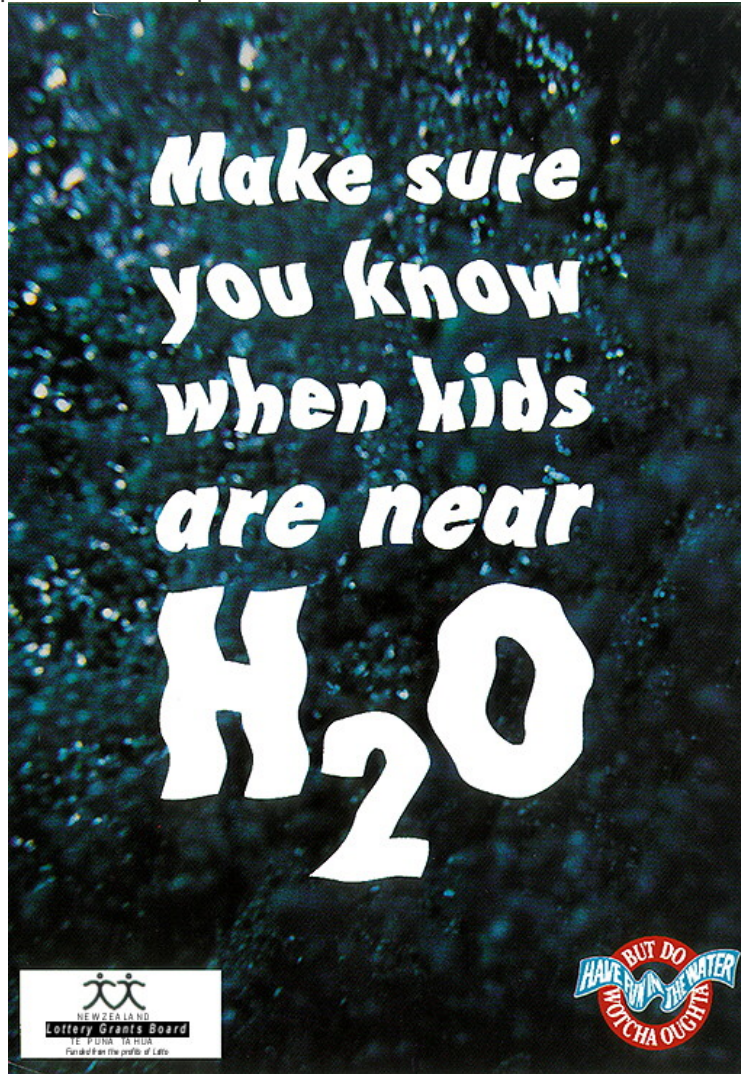


## Water safety

This task is about reading visual information from a poster.

Look at the poster to help answer the questions.



Source: New Zealand Water Safety Council, 1992.

a) "H<sub>2</sub>O" has been used instead of "water" to catch the reader's attention. What is another reason "H<sub>2</sub>O" has been used?

b) In what way does the **font** used help reinforce the meaning of the words?

c) What are **two** ways the shapes in this logo link to the words in it?



1.

2.

d) The slogans in this poster use rhyme. Why has rhyme been used?



e) Why does the Lotteries Grant Board logo appear in this poster?

f) Why has the word "kids" been used instead of 'children'?

g) The words "wotcha oughta" catch the reader's attention.  
Write in correct English the words that "wotcha oughta" stand for.