

Life or death

This task is about interpreting the text and visual elements of a poster.

LIFE OR DEATH

Half of all smokers will die early

If 1 000 young smokers continue smoking, approximately:

- 1 will die of AIDS
- 2 will be murdered
- 2 will drown
- 11 will commit suicide
- 13 will die in car crashes
- 500 will die from smoking.

(From Tobacco Statistics 1996 - NZ Ministry of Health and the Cancer Society of New Zealand)

Choose life • Don't smoke

Source: Cancer Society

a) This poster uses **contrast** [comparing things to show differences]. Identify **three** types of contrast in this poster.

1.

2.

3.

b) Name **two** features from the poster which show it is aimed at teenagers.

1.

2.

c) Write down one way the number "500" been made to stand out in the poster.



Cancer Society

d) Why does the Cancer Society choose to have a daffodil as its logo?

e) How does the illustration support the phrase "Half of all smokers will die early"?

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