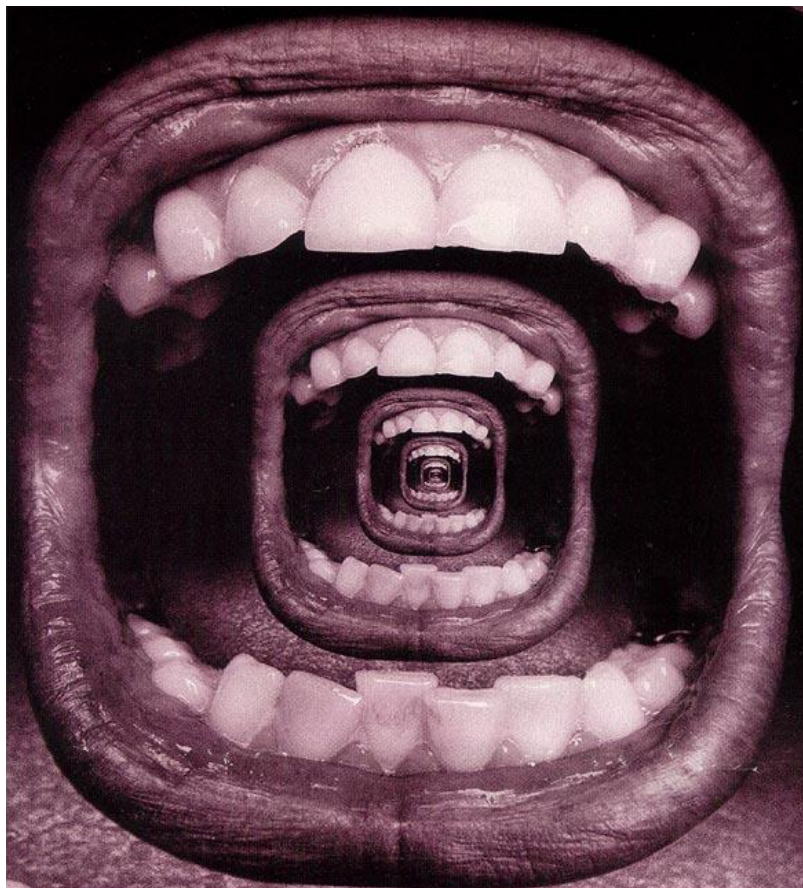


Verbal abuse

This task is about interpreting an image and written text.



THE ABUSE YOU YELL AT YOUR KIDS STAYS IN THE FAMILY FOR GENERATIONS

You're useless. You're dumb. I wish you'd never been born.

Shout verbal abuse like this at your kids and you don't just hurt them, you teach them to be abusive parents too.

Break the Cycle. Call 0800 222 999 for a free parenting booklet that will help.

NEW ZEALAND CHILDREN & YOUNG PERSONS
SERVICE

. What is the *dominant image* in this advertisement?

.1. How is the idea "for generations" represented in the image?

2. What is one feature of the image that suggests the person is abusive?

. Who is the intended *audience* for this message?

. What is one **key word** which *links* the verbal message with the visual message?

. Why are the lines at the bottom of the page in smaller type?

i. An '*imperative*' is a command or demand for action. Identify an '*imperative*' in the text.

ii. Explain why you think the imperative form has been used.

. Is this Advertisement effective? **Yes** / **No** (*Circle one*)

Give **two** reasons to support your answer.
