

SECTION C – Analysis of language use

Instructions for Section C

Section C requires students to analyse the ways in which language and visual features are used to present a point of view.

Section C is worth one-third of the total exam mark.

Read the opinion piece *Solar Sellout* and carefully study the image that accompanies it. Then complete the task below.

Write your analysis as a coherently structured piece of prose.

Your response will be assessed according to the criteria on the last page of this task book.

TASK

How is written and visual language used to attempt to persuade readers to share the point of view of the writer of *Solar Sellout*?

Background information

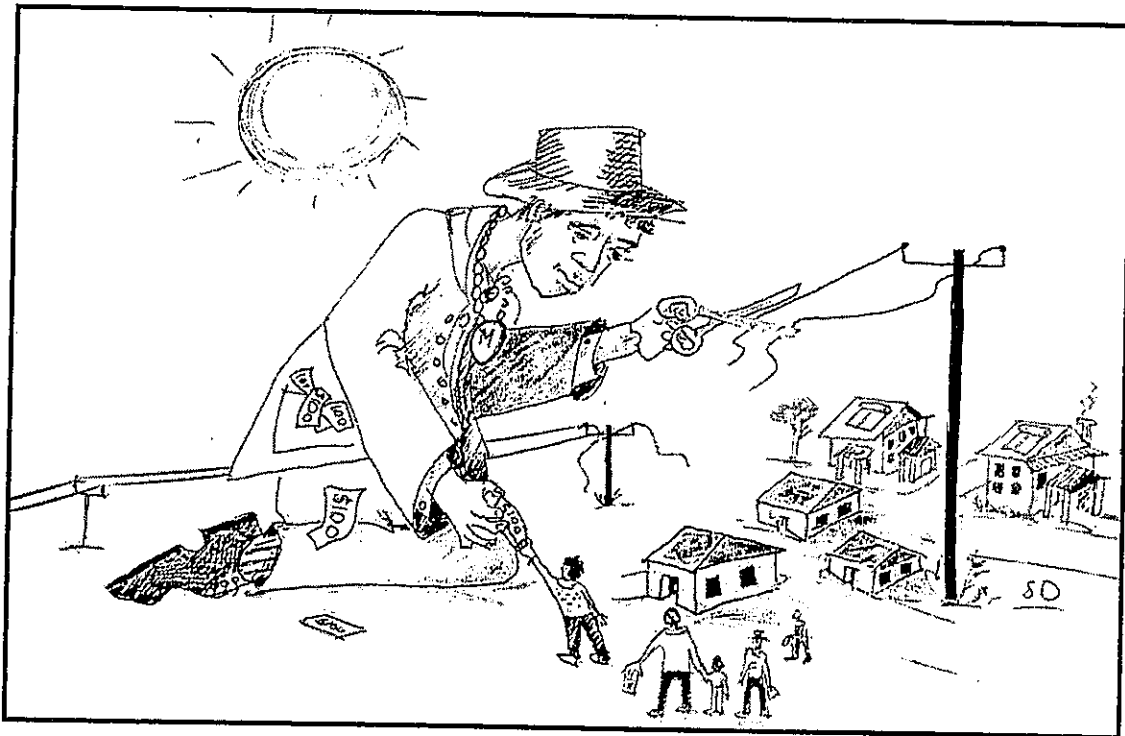
This opinion piece, with the accompanying cartoon, was published on the opinion page of a local newspaper in Melbourne.

The piece was written in response to a council proposal for all houses and business premises to install solar hot-water systems by 2010. Houses and businesses that continue to heat water using electricity or gas after that time will be charged a 'greenhouse levy'. The council will use the money to develop renewable energy projects in the local area.

The proposal was explained to ratepayers in a letter from the Mayor sent to each household and business.

The council has expressed a willingness to hear the views of ratepayers. While the initial response was mostly positive, some people were angry about the extra costs and the lack of freedom to choose other ways to save energy. The opinion piece below was written by a prominent local businessman and resident.

Solar Sellout



Forcing people to bow to the demands of the radical green lobby is an inexcusable abuse of residents' rights, writes Bob Walsh.

This Monday, all residents of Greenville (including me) got a nasty surprise in their letterboxes: we learned that our council has become a captive of the radical environmentalists. Incredibly, the local council wants to charge a so-called 'greenhouse levy' on *all* premises that don't have solar hot-water systems by 2010. The cost? \$200 per house, and \$500 per business!

This is a blatant abuse of residents' rights and our freedom to make individual choices. The Mayor and his cronies have decided to foist their bizarre ideas on innocent citizens, in whose interests they are supposed to govern. This ridiculous regulation

would represent the victory of an undeserving, lazy, hippie riff-raff over those who genuinely care about our community.

Money desperately needs to be spent on Greenville's infrastructure: school facilities, the public library, assistance to the poor, or a badly-needed facelift for our run-down shopping district. But the mayor doesn't want to hear about it. He'd rather rob the residents blind.

The plan also clearly disadvantages families in our community who can't afford to build 'green'. If well-off lefties want to buy their way out of a guilty conscience by installing solar panels on their *own* roofs, fine: but why expect the rest of the community to shoulder the burden?

The radical environmentalists don't care about anyone but

themselves. They don't like us being comfortable. They *hate* the thought of us enjoying ourselves. They just want us to suffer, and pay through the nose while we do it. The 'green' ideal is more about feeling self-righteous than helping the environment.

This isn't all. Everyone assumes that solar hot water systems actually *reduce* carbon emissions in a meaningful way. But they clearly won't, and here's why. According to the Australian Greenhouse Office, households in Australia are responsible for around 17% of greenhouse gas emissions. The AGO also tells us that hot water systems are responsible for only about 30% of those household emissions. So, if solar hot-water systems were installed in *every* house in Australia, greenhouse gases would only be reduced by $17\% \text{ of } 30\% = \text{just } 5.1\%$!

Furthermore, Greenville only represents a tiny fraction of that 5.1%. So what's the point? How can one suburb's actions affect the world's overall carbon output? This unfair levy won't save the icecaps from melting, or the polar bears from drowning – it will just make the local council richer. And will they *really* spend that money on developing renewable energy? I doubt it.

There's also the suburban environment to consider. Greenville is a beautiful heritage suburb, and roof-

mounted solar panels are eyesores. The council's effort to destroy the appearance of our houses is just another instance of their increasing control over our lives and our property. It is yet another example of how this council does not respect our most basic rights and freedoms.

Finally, expert studies have shown that renewable sources of electricity are simply inadequate for meeting our future energy needs. Some hippies might be looking forward to a return to the dark ages, when the hot water cut

out after a couple of minutes, but I'm certainly not. Experts have shown that nuclear power is the only way of meeting our energy needs while also reducing greenhouse gases. If the Mayor genuinely cared about the planet, he would be lobbying governments for more nuclear power plants, rather than squandering public money on frivolous solar panels.

Bob Walsh is a high-profile local businessman and a firm advocate of nuclear power.

Examination assessment criteria

The examination will address all the criteria. All student responses will be assessed against each criterion. The extent to which the response is characterised by:

Section A – Text response

- detailed knowledge and understanding of the selected text, demonstrated appropriately in response to the topic
- development in the writing of a coherent and effective discussion in response to the task
- controlled use of expressive and effective language appropriate to the task

Section B – Writing in Context

- understanding and effective exploration of the ideas and/or arguments relevant to the prompt
- effective use of detail and ideas drawn from the selected text as appropriate to the task
- development in the writing of a coherent and effective structure in response to the task, showing an understanding of the relationship between purpose, form, language and audience
- controlled use of language appropriate to the purpose, form and audience

Section C – Language analysis

- understanding of the ideas and points of view presented
- analysis of ways in which language and visual features are used to present a point of view and to persuade readers
- controlled and effective use of language appropriate to the task

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END OF TASK BOOK