

SECTION C – Argument and persuasive language

Instructions for Section C

Section C requires students to write an analysis of the ways in which argument and language are used to persuade others to share a point(s) of view.

Read the background information on this page and the material on pages 11 to 13, and write an analytical response to the task below.

For the purposes of this task, the term 'language' refers to written, spoken and visual language.

Your response will be assessed according to the assessment criteria set out on page 14 of this book.

Section C is worth one third of the total marks for the examination.

TASK

Write an analysis of the ways in which argument and written and visual language are used in the material on pages 11 to 13 to try to persuade others to share the point of view presented.

Background Information

The first text below is an email memo from Tony Russo, the Human Resources (HR) manager of a company, to the Branding and Marketing team announcing new arrangements for office spaces and furniture.

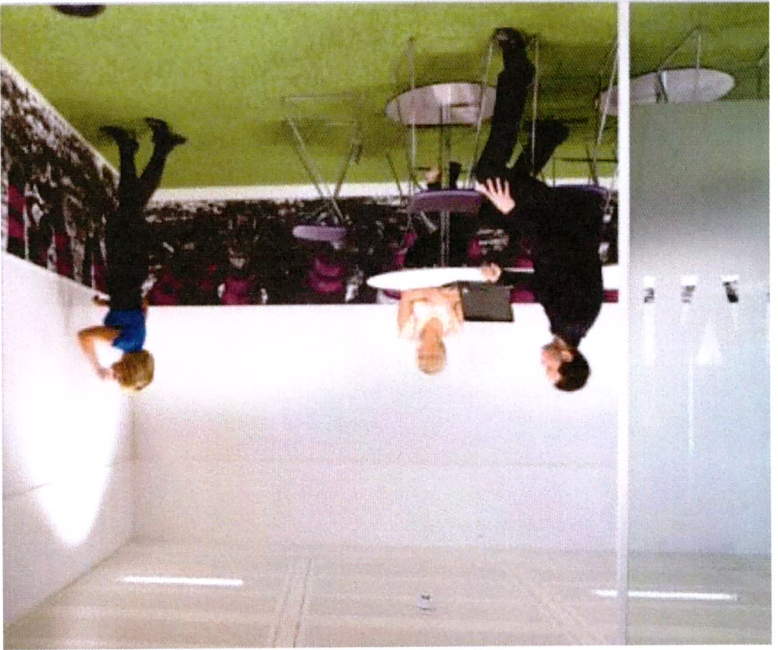
The second text is a private email from Angel, a member of the Branding and Marketing team, to her friend Lily at another company.

SECTION C – continued

TEXT 1

Dear Team,

We are thrilled to announce that we are updating and improving our workplace! Our transformation to an activity-based environment means that individuals and teams will be able to use the spaces that best suit their tasks. This will build collaboration and enable cross-fertilisation of ideas as part of our commitment to delivering cutting-edge branding and marketing scenarios.



Space optimisation

In our new workplace every workspace will be flexible. Rather than single-purpose, task-specific desks and rooms, our new spaces and furnishings will be adaptable. Our first initiative will be the reimagining of the lunchroom, starting with the replacement of the partition with a state-of-the-art interactive double-sided glass project board. We calculate that the lunchroom currently is used for 22% of the working day, mainly for microwaving and making coffee. Now it will be available for use 100% of the time for all manner of functions. No longer will this room have a single, once-a-day dedicated function; now it will serve as a space for everyone.

Transparency

This change in the architecture mirrors our innovations in horizontal and vertical integration of teams; everyone works with and co-exists with their colleagues as determined by the task. Managers will be available for consultation to help their teams, and because all spaces are visible, we will all be motivated by the fact that others will see our work in progress, as it happens. *Human Resources Futures* magazine recently reported that the number one motivator for task focus in the workplace was seeing other people on task and being seen to be on task. Such a simple solution for us all.

SECTION C – continued
TURN OVER

Fitness and fluidity

To complete the transformation, we will be phasing in height-adjustable workstations. We know that if people are standing they are more likely to move, interact and walk. People find they can stay on task because they are not distracted by back pain and static posture discomfort. You will move from task to task fluidly, assembling or joining groups as necessary and choosing your workstation height and location. The Barton Occupational Health Group has informed our Leadership Transformation Team that our health will improve as we burn more calories, and exercise our major muscle groups. Furthermore, the removal of dust-collecting personal effects from work surfaces will improve our respiratory health and build a relaxing and visually integrated workspace.

We all have a role

We will all actualise this new workplace. To enable this change:

- personal identity paraphernalia needs to be portable,
- photographs and other territory markers need to be kept off work surfaces and on personal electronic devices, and
- documents and other task-necessary items need to travel with the individual or the team.

It is called Hot-Desking because it results in speed and interactivity; it will heat up our business and our lives. These changes will be implemented commencing next week with the removal of the current furniture.

Looking forward to an integrated future,

Tony Russo

Human Relations Manager

TEXT 2

Hi Lily,

I told you my job sucks! The latest today is a memo from HR (attached below) announcing the next torture they are going to inflict on us. Hot desks!!

Oh to be back in the era of individual cubicles decorated with snow globes and coffee mugs. Those were the days.

HRs' plans for "activity-based workspaces" will take away the last bits of privacy and personality. Now we are going to be backpackers, nomads, refugees spending our time in search of a desk. Oh no. Pardon me. A "height-adjustable mobile workstation".

So no personal desk and get this, no lunchroom. The one place we could go in the building to just chill and chat has been "reimagined" so that we can never be out of their sight. They don't want us to have any downtime. Our desks reflect our personalities: family photos, stacks of protein bars, or just random mess. They call it dust-collecting personal effects but it's my life, my experiences, my friends. They want us to pack up our "personal effects" like we are already dead and leave no trace of our personal space.

SECTION C – continued

But birds don't lay eggs when they can't build a nest and I think they have introduced just enough stress to throw us off our game. What do they think is going to happen? My guess is it's going to be business as usual where everyone just happens to sit in the same seat every day, then packs up every night, then does it all again the next day. What a waste of time.

Or maybe we are in for turf wars, where we all elbow our way to the desk we want and are loathe to leave it lest the next person claims the spot. The powerful and the entrenched will claim prime real estate while the casuals, juniors and underlings will scramble for a spot. I always thought musical chairs was a cruel game: competitive and based on exclusion. Now, I have to play it every day. They talk about flexible workspaces but it is all in their direction and to their advantage. They want to watch us and monitor us to the point of perversion, stalking us every minute of every day and every inch of every mile. If they are for "transparency" maybe they should all be filmed and broadcast on their precious state-of-the-art-interactive-double-sided-glass-project-board.

HR must be the Most Despised Department in this company right now.

OMG!

Angel

END OF SECTION C

Examination Assessment Criteria

The examination will address all the criteria. All student responses will be assessed against each criterion.

Section A will be assessed against the following criteria:

- knowledge and understanding of the text, and the ideas and issues it explores
- development of a coherent analysis in response to the topic
- use of textual evidence to support the interpretation
- control and effectiveness of language use, as appropriate to the task

Section B will be assessed against the following criteria:

- knowledge and understanding of both texts, and the ideas and issues they present
- discussion of meaningful connections, similarities or differences between the texts, in response to the topic
- use of textual evidence to support the comparative analysis
- control and effectiveness of language use, as appropriate to the task

Section C will be assessed against the following criteria:

- understanding of the argument(s) presented and point(s) of view expressed
- analysis of ways in which language and visual features are used to present an argument and to persuade
- control and effectiveness of language use, as appropriate to the task

These criteria are from the 2017 English sample examination produced by the Victorian Curriculum and Assessment Authority (VCAA). The VCAA produces the only official, up to date versions of VCAA publications. Readers should consult the VCAA website <http://www.vcaa.vic.edu.au> for VCAA publications and the latest course information.

END OF TASK BOOK