The texts for study in this collection are all aimed at influencing the behaviour of people in cars and on motorbikes in order to cut the road toll. As many of you are learning to drive, you will find these texts particularly helpful.

You need to analyse the techniques that are used in some persuasive texts and to assess whether you, the target audience for many of the texts, are convinced by them. There are many ways of persuading people to do things and each approach involves different techniques. To help you understand how the visual aspects of texts seek to persuade you, use the following framework, Analysing visual texts.

**CONTENT – WHAT THE TEXT SAYS**
- **Setting**: Describe the setting.
- **Subjects**: Are there humans or animals in the image?
- **Action**: What are they doing?
- **Placement**: Are they in the foreground/background/centre side? Where are they placed in relation to objects?
- **Objects**: What objects are in the image? Are they in focus or props?
- **Pose**: What do the body language/gestures/facial expressions tell us?
- **Clothing/costume**: What are these telling us about the subjects?

**EMOTIONAL RESPONSE – HOW WE ARE EXPECTED TO FEEL ABOUT IT**
- **Framing**: Is this a long shot, medium or close up?
- **Viewing angle**: Is the camera above/below?
- **Eye contact**: Is the subject looking directly at the viewer and demanding a response?
- **Orientation**: Is the subject face-on/side-on/back view?
- **Mood and atmosphere**: Is the image harmonious or composed of conflict? Consider action/language/colour/sound. What emotions are evoked in the viewer?
- **Attitude**: How is the viewer expected to feel about the subject?

**MEDIUM – HOW THE TEXT SAYS IT**
- **Components**: Identify the sections of the image and what they contain.
- **Colour**: What are the dominant colours? How do they interact?
- **Lighting/tone**: Is the image mainly light or dark? Is it side lit/evenly lit/artificially lit/sun lit?
- **Balance**: Examine the weight of visual placement of objects.
- **Movement and angle**: What direction is it taken from? In movies, is the camera fixed/tracking/panning/zooming?
- **Texture**: Is it smooth or rough?
- **Rhythm**: Is there repetition or patterns of images?
- **Writing/speech or symbols**: Is there any stated or implied message?
- **Sound**: Are there particular sound effects in the film?

**CRITICAL RESPONSE – THINKING THINGS THROUGH**
- **Purpose**: Who composed the text and why?
- **Audience**: Who is the intended audience?
- **Context**: In what situation and in what social, historical cultural context is the text to be viewed?
- **Issues**: Is the text making a point? What is the message?
- **Form**: Is the text telling a story/describing a situation/making an argument?
- **Representation**: Are the subjects made up of a particular group of people? To what extent are they stereotypic?
- **Omissions**: Has anything deliberately been left out? Are the images representative of society?
- **Style**: What other text does this remind you of?