

VIBE ACTIVITIES

Smokers, disease may only be a foot away (print advertisement) page 22

NURSING & MIDWIFERY SCHOLARSHIPS

Get an application from
www.rcna.org.au
freecall 1800 117 262

Opens 23 July 2012
Closes 14 Sept 2012



RCNA

freecall 1800 117 262
scholarships@rcna.org.au
www.rcna.org.au

Nursing and Allied Health Scholarship and Support Scheme (NAHSS) is funded by the Australian Government.

RCNA, Australia's peak professional nursing organisation, is proud to partner the Australian Government as the fund administrator for this program.

Working for our future - today

2012 Gold Coast
Aboriginal and Torres Strait Islander Art Award
Gold Coast City Gallery
30 OCTOBER to 28 NOVEMBER 2012

Total prize pool over **\$7500**

Call for Entries
Artworks depicting the theme Gaurima gull-inu (Stories from here) are invited. This non-acquisitive award has a total prize pool over \$7500. Emerging artists and young people are encouraged to enter. For further information and to download an application form go to goldcoastcity.com.au/award or call (07) 5581 7608. Entries close 7 September 2012.

Gold Coast City Council



Every working day, two Australian smokers have a limb or part of a limb, amputated because of damage caused by smoking.

How do cigarettes do such harm so far from your lungs?

Every time you inhale tobacco smoke, toxic chemicals enter your bloodstream. As they travel to every part of your body they make your arteries walls sticky and collect dangerous fatty deposits.

When arteries become blocked, gangrene can set in, which always requires amputation.

The graphic health warnings on cigarette packs mean you'll be reminded of diseases like gangrene every time you reach for a cigarette.

When you look at the warnings, don't just see a gross picture, imagine the person who has that disease. And imagine being that person.

Most smokers want to quit and have tried to quit before. Find out how you can increase your chances of lasting your nicotine addiction by talking to a Quitline adviser.

Call today on 13 QUIT (13 7848). The number is also on every cigarette pack. So until you do give up smoking it'll be in your pocket all day, every day.

Quitline. 13 7848

iCanQuit
AUSTRALIA



ACTIVITY 1

READING FOR MEANING

Print advertisement



Every working day, two Australian smokers have a limb, or part of a limb, amputated because of damage caused by smoking. How do cigarettes do such harm so far from your lungs? Every time you inhale tobacco smoke, toxic chemicals enter your bloodstream. As they travel to every part of your body they make your artery walls sticky and collect dangerous fatty deposits. When arteries become blocked, gangrene can set in, which always requires amputation. The graphic health warnings on cigarette packs mean you'll be reminded of diseases like gangrene every time you reach for a cigarette. When you look at the warnings, don't just see a gross picture, imagine the person who has that disease. And imagine being that person. Most smokers want to quit and have tried to quit before. Find out how you can increase your chances of beating your nicotine addiction by talking to a Quitline advisor. Call today on **13 QUIT (13 7848)**. The number is also on every cigarette pack. So until you do give up smoking it'll be in your pocket all day, every day.

Quitline 13 7848
iCanQuit .com.au | **NSW** | **cancer institute** NSW



Building reading skills

- skimming and scanning for information.
- reading headings, text boxes and pictures.
- reading for meaning.
- making connections between the text and your world.

There are three levels of comprehension questions:

- Literal** The answer is located in one sentence in the text.
- Inferred** You need to make links between sentences and graphics (such as illustrations, maps and tables) and what you already know.
- Applied** The answer is in your background knowledge, what you already know or feel.

1 Who is this advertisement aimed at?

(inferred)

- doctors
- nurses
- smokers
- non-smokers



2 The large text that says, “*Smokers, disease may only be a foot away*” is a play on words because there can be more than one meaning.

What are two possible meanings?

(inferred)



3 How often in Australia do two smokers lose a limb because of smoking? (inferred)

- once every year
- twice a week
- three times a month
- every working day



4 The text says, “*A limb or part of a limb is amputated.*”

What does amputated mean?

(applied)

- injured
- cut off
- sewn back on
- washed

5 The text says, “*The graphic health warnings now on cigarette packs means you’ll be reminded of diseases like gangrene every time you reach for a cigarette.*”

In this sentence, *graphic health warnings* means

(inferred)

- pictures that are meant to shock you into quitting smoking.
- verbal warnings.
- large signs.
- pictures that show you that smoking does not have any bad effects on smokers.

6 The purpose for adding the picture to the written text is to (applied)



7 How successfully do you think this advertisement achieves its purpose? (applied)

ACTIVITY 2

LANGUAGE CONVENTIONS – GRAMMAR

1 **Synonyms** are words that mean the same thing
Antonyms are words that have the opposite meaning.



Read the sentences below. Replace each underlined word with a **synonym** (a word that means the same thing) and an **antonym** (a word that means the opposite thing) from the box below.

text	synonym	antonym
How do cigarettes cause such <u>harm</u> ? <u>Toxic</u> chemicals enter your body. You'll be reminded of diseases. You can <u>increase</u> your chances. Most smokers want to <u>quit</u> smoking.		

think of	injury	add to	good	stop
harmless	decrease	poisonous	take up	forget

ACTIVITY 3

WRITE AN ANTI-SMOKING ADVERTISEMENT

- 1** Through movies, television and our family and peer groups, we are exposed to a wide range of messages about tobacco use. However, we know there are life-threatening risks associated with smoking.

Design an advertisement that will persuade people to quit smoking, or never take up smoking.



Think about:

- What are some of the bad effects of smoking?
- Who do you want to aim your ad at (target audience)?
- What words will you use to persuade your audience?
- What images will you use to persuade your audience?
- What slogan (short catch-phrase) will you use to get your message across to your audience?

Look up www.quit.org.au for ideas.