

English Task

Focus: This English Task considers how persuasive and informative texts are used in society in authentic contexts to shape meaning. Students analyse the effectiveness of different texts for a government public awareness campaign about a flooding event in the Hawkesbury-Nepean Valley. Students analyse visual language forms, features and ideas to respond to critical questions for the intended audience. Students are provided with opportunities for responding to, viewing and composing texts based on the public campaign stimulus materials.

Inquiry Questions:

- How can students engage with language and structures of text in meaningful contexts and authentic ways?
- How can students plan, draft and compose informative, imaginative and persuasive texts using aspects of subject matter language to convey ideas using multimodal, audio and print features?

Context:

In 2019 the NSW Government launched a public awareness campaign about flooding in the Hawkesbury-Nepean Valley engaging residents with historic and contemporary information about previous and potential flood events in the area. Social research had indicated many community members did not know they lived in a floodplain and were unaware of the flood risk. The awareness campaign, “Get Ready for Flood in the Hawkesbury-Nepean” started in September 2019 and ran for 11 weeks.

The campaign included:

- Outdoor advertising with two billboards, train station advertising (Penrith station) and a mobile billboard travelling across the floodplain.
- Local newspaper advertising including front page wraps for the Hawkesbury Gazette and Western Weekender.
- Digital advertising targeting suburbs within the floodplains.
- Direct mail to five different floodplains (Wallacia, Penrith/Emu Plains, Richmond/Windsor, Eastern and South Creeks, Lower Hawkesbury).
- Radio advertising focusing on culturally and linguistically diverse (CALD) communities (in language).
- Branded event kits for NSW SES local units to use at events.

The key message of the campaign was “Know your flood risk”. Residents were encouraged to check their personal and local community flood risk at www.myfloodrisk.nsw.gov.au

Additional online resources were also created including an interactive flood mapping tool, videos and fact sheets to help people understand flood risk and prepare for floods in the Hawkesbury-Nepean Valley.

Text 1: The risk of flood is real in the Hawkesbury-Nepean Valley. Do you know your flood risk?

<https://www.ses.nsw.gov.au/news/all-news/2019/the-risk-of-flood-is-real-in-the-hawkesbury-nepean-valley-do-you-know-your-flood-risk/>

This is a media release from the NSW State Emergency Service about the public awareness campaign. Read the text and consider the following tasks:

The risk of flood is real in the Hawkesbury-Nepean Valley. Do you know your flood risk?

11/09/2019 03:49 PM

A public safety campaign launched in the **Hawkesbury-Nepean** today seeks to increase community awareness about flood risk in the valley.

Laura Wythes, NSW SES Zone Commander for Sydney Metro, said the new campaign was a vital part of increasing community awareness of flooding in the region.

"The Hawkesbury-Nepean Valley has the highest flood exposure in NSW, if not Australia. Over 130,000 people currently live in the valley, and many are not aware they live on a floodplain," Commander Wythes said.

"We may be in drought now, but there is a history of flooding in the valley and floods can happen at any time," she said.

Commander Wythes said that the first step to get ready for floods is to know and understand your flood risk. This campaign provides new tools and resources to understand flooding within the Hawkesbury Nepean valley.

"We know from many decades of experience that floods in this valley can be both damaging and dangerous, but recent research shows that less than 20 percent of residents know there is a high risk of flooding. The community needs to know their flood risk as they have an important role to play in getting ready for future floods," she said.

Commander Wythes said a new interactive mapping tool released as part of the campaign provides easy to understand flood risk information for every suburb in the floodplain.

The new public safety campaign is running from September to November 2019, and includes local, digital and outdoor advertising, direct mail and representation at local events across the region.

"While the Hawkesbury-Nepean Valley has been spared from flooding in recent years, it has flooded before and it will flood again," Commander Wythes said.

"And just as we prepare for storms and bushfires in this region, we need to prepare for floods."

People who live and work in the Hawkesbury-Nepean Valley are encouraged to check their **Flood Risk** now.



INSW, 2019

Laura Wythes, NSW SES Zone Commander for Sydney Metro, said the new campaign was a vital part of increasing community awareness of flooding in the region.

Task: Analysing and Responding

What is the purpose of the public safety campaign?

Why do you think NSW SES Zone Commander Laura Wythes was selected to present the messages of the public campaign?

How many people in the Hawkesbury-Nepean Valley are unaware they live on a floodplain?

Explain why the community needs to know about the risk of flooding in the Hawkesbury-Nepean Valley.

What is the effect of using language like “damaging and dangerous” to describe a flood?

How reliable and useful is this text in explaining the flood risk for the community?

Identify and analyse some examples of persuasive language or features used in the text to convince or encourage the community to take action.

Task: Composing

Using evidence from the text compose a message for the local community about the need to prepare for floods. You may like to consider an interview with a member of the local community, a short script or video or a photo story.

Text 2: It has flooded in Penrith before. It will happen again (Billboard poster near Penrith Railway Station).

This billboard poster was displayed near Penrith Railway Station. Consider the image and answer the questions below:



NSW SES, 2019

Task: Analysing, Responding and Representing

- What is the purpose of this text?
- What is your emotional response to this visual text?
- Explain how the visual features of the text and language forms of the text engaged or interested you.
- Describe the debris (objects) in the flood water.
- Explain why you think these objects were chosen.
- What is the purpose of these visual features?
- Why is the watermark shown as brown?
- Why is brown, dirty or turbid water a concern for the community?
- How effective is this visual text in raising awareness of flood risk in the community?
- How do you think young people can be part of the 'get ready' approach to natural disasters, including floods?
- How would you change this text to be more effective in persuading teenagers to understand their flood risk in the Hawkesbury-Nepean Valley?
- Create a representation of the main ideas of the public awareness campaign using a range of language and visual features to motivate the local community to understand the importance of flood awareness in the Hawkesbury-Nepean Valley.

Task 2: Speaking and Listening

Conduct a class debate on the following topic:

Community education, awareness and preparedness are important for reducing the impacts of floods.

Remember to:

- define terms
- give examples
- provide perspectives
- present alternative views.