

Engaging with multimodal texts



Their safety is in your hands

New laws mean that children up to the age of 7 years must be secured in a height and age appropriate child safety seat when travelling in the car.

For more information call 132213 or visit www.rta.nsw.gov.au

* Child safety seat featured is for children approximately 6 months to 4 years

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Bring the mob home safely



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Eye contact

The girl is offering her gaze: making personal contact with the viewer

Symbols

Salient image of holding hands cradling the child represents strength, care and parental responsibility.

Use of colour

The dark background symbolises possible danger. The illuminated hands suggest warm, loving protection highlighting the positive.

Persuasive language

The use of possessive pronouns indicates ownership and places responsibility on the reader/viewer.

Factual language

The factual language provides a legal imperative to the emotional message.

Composition

The symmetry and balance of the image suggests stability, protection and safety.

Audience

Use of ATSI art work and word 'mob' may indicate ATSI cultures and /or relate to all Australians

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