



Visual texts contain images and words. Some examples of visual texts are advertisements, posters and book covers.

The following is an example of a visual text.

**1** → **Drawing Competition!**  
Theme: Favourite Animal

**2** { 23 August  
9 am – 12 pm  
National Zoo

**3** {

- All participants are required to bring their own art materials.
- Drawing paper will be provided.
- Drawings must be done on the spot.

**4** { Registration Fee: \$5 per participant  
Register online at [www.natzoo.com](http://www.natzoo.com) or get a copy of the application form at the Customer Service Counter at the National Zoo.  
Fees must be paid upon registration.

**5** ← 

**1 The words at the top of a poster usually tell you what the advertisement is about.**

Examples of questions asked:

- (a) What is the main purpose of the advertisement?
- (b) What is the advertisement about?

**2 On a poster about an event, the date, time and place will be stated. The event can last for one day or several days. It can take place on weekdays or a weekend. It can also take place at different times on different days.**

Examples of questions asked:

- (a) Where will the event be held?
- (b) How many days will the event be held?
- (c) What is the last day/first day of the event?
- (d) How many hours will the event be held each day?
- (e) Ann wants to take part in the drawing competition. What time should she submit her completed artwork?/How many hours will she be given to complete her drawing?

**3 Important information about the event is sometimes put in bullet points. This might sometimes be linked to the information at the top of the poster (Theme: Favourite Animal).**

Examples of questions asked:

- (a) Which of the following is true?
  - (1) Participants must bring their own drawing paper.
  - (2) Participants should draw their pieces before going to the zoo.
  - (3) Participants should bring their own colour pencils and crayons.
  - (4) Participants will be provided with paint and crayons.
- (b) Jane wants to take part in the art competition. What should she bring to the National Zoo?

- (c) What are the participants supposed to draw for the competition?
- (d) What does 'on the spot' mean?

**4** Some posters will tell readers how to register for the event. Note that some events are free but some are not. Take note of how registration and payment should be done.

Examples of questions asked:

- (a) Ben wants to register for the competition. He should \_\_\_\_\_.
- (b) The fees for the competition should be paid when \_\_\_\_\_.

**5** Pictures can be used for different purposes. One reason is to give an example of what participants in a competition have to do.

Examples of questions asked:

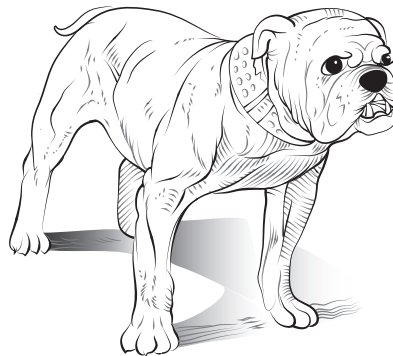
- (a) What does the picture in the advertisement show you?
- (b) Which of the following best describes the picture in the advertisement?



Look at the poster carefully and answer the questions that follow.

## **Theodore, the Mighty Dog** (A movie children will love!)

**Watch this exciting show  
and help  
our school to raise funds for disadvantaged students!**



**Date: 6 June**

**Time: 2.30 pm to 4.30 pm**

**Venue: Water Spring Primary Auditorium**

**Price of ticket: \$10 per student  
(Accompanying adult: \$2)**

**Book your tickets by 20 May!**

You may purchase your tickets from your form teachers or at the school website.

Choose the correct answer and write its number (1, 2, 3 or 4) in the brackets provided.

**1** The show will be screened on \_\_\_\_\_ June.

(1) 5

(3) 7

(2) 6

(4) 4

( )

**2** The show is \_\_\_\_\_ hours long.

(1) 5

(3) 3

(2) 2

(4) 4

( )

**3** What is the price of an adult ticket?

(1) \$10

(3) \$12

(2) \$2

(4) \$22

( )

**4** What is the purpose of screening this show?

(1) To raise funds to help needy students

(2) To screen a movie that all children will love

(3) To give the students something interesting to do

(4) To encourage bonding between the students and their parents

( )

**5** Which of the following is true about the event?

(1) Students pay less than adults.

(2) 20 May is the last day to book the tickets.

(3) Tickets can only be bought from the teachers.

(4) Students must buy the tickets from the school website.

( )

Answer Key: 1 (2) 2 (2) 3 (2) 4 (1) 5 (2)



Look at the advertisement carefully and answer the questions that follow.

## School Holiday Book Fair

1 – 15 June

9 am – 6 pm

178 Willow Avenue (Next to Jovan Plaza)

Admission is FREE.

First 100 customers to spend at least \$100 will receive a free recipe book!



- Attractive illustrated reference books for children
- Charts, flashcards and interactive books and games
- Picture books
- Classic stories such as *Black Beauty* and *Heidi* for more fluent readers
- Popular titles by local and international authors
- Prices from as low as \$5!

**LET'S READ TODAY!**

*Organised by Atlas Book Company Pte Ltd*

Choose the correct answer and write its number (1, 2, 3 or 4) in the brackets provided.

**1** The venue for the Book Fair is \_\_\_\_\_.

- (1) Jovan Plaza
- (2) Jovan Avenue
- (3) Willow Avenue
- (4) Atlas Book Company ( )

**2** Which of the following is true?

- (1) The first 100 customers will receive a recipe book.
- (2) All customers who spend at least \$100 will get a recipe book.
- (3) The first 50 customers who spend at least \$100 will receive a recipe book.
- (4) The first 100 customers to spend more than \$100 will receive a recipe book. ( )

**3** According to the advertisement, children who can read well might want to read \_\_\_\_\_.

- (1) classic stories
- (2) picture books
- (3) popular titles
- (4) attractive books ( )

**4** Which word in the advertisement tells you that the books consist of many pictures?

- (1) interactive
- (2) popular
- (3) attractive
- (4) illustrated ( )

**5** Which of the following is an opinion?

- (1) Prices start from \$5.
- (2) The reference books are attractive.
- (3) There are charts and flashcards at the book fair.
- (4) There are books by local and international authors. ( )

Answer Key: 1 (3) 2 (3) 3 (1) 4 (4) 5 (2)



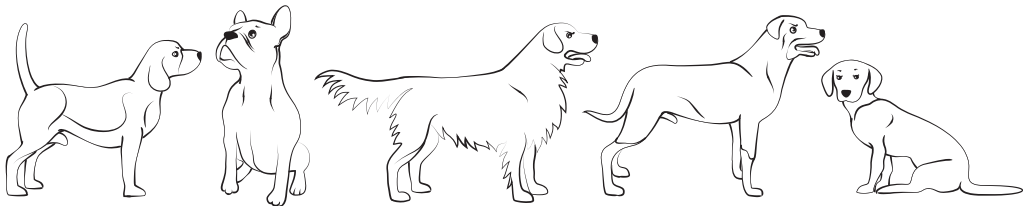
Look at the poster carefully and answer the questions that follow.

## DOG SHOW

Come and watch over 25 different breeds of dogs  
compete with one another  
at Queen's Hall, Queen's Place!

A distinguished panel of judges will judge the participants  
based on:

how well groomed they are, how sociable they are, how  
they present themselves



Saturday, 30 September, 9 am to 5 pm

Sunday, 1 October, 9 am to 3 pm

**Seats are limited! Register now at [www.dogshow.com](http://www.dogshow.com)  
for your free tickets.**

**Parking space is limited.**



Choose the correct answer and write its number (1, 2, 3 or 4) in the brackets provided.

- 1** The dog show will probably have \_\_\_\_\_.
- (1) only large dogs
  - (2) only small dogs
  - (3) many different types of dogs
  - (4) competitions in more than three categories ( )

- 2** Which word has the same meaning as 'distinguished'?
- (1) popular
  - (2) respected
  - (3) exciting
  - (4) experienced ( )

- 3** Those who want to attend the event should \_\_\_\_\_.
- (1) register online
  - (2) call Queen's Hall
  - (3) buy their tickets online
  - (4) turn up early on 30 September ( )

- 4** The shows will take place \_\_\_\_\_.
- (1) twice daily
  - (2) twice every week
  - (3) on two weekdays
  - (4) over the weekend ( )

- 5** Which one of the following statements is true?
- (1) There are infinite seats for the dog show.
  - (2) The dogs are judged only on how they look.
  - (3) The dogs will be judged in more than one category.
  - (4) Those who do not own dogs cannot attend the dog show. ( )

Answer Key: 1 (3) 2 (2) 3 (1) 4 (4) 5 (3)



Look at the poster carefully and answer the questions that follow.

## BRIGHTON PLAYSCHOOL

A childcare centre where your child will have lots of fun  
and many happy memories!



Half Day Programme  
(8.30 am to 1.30 pm)

or

Full Day Programme  
(8.30 am to 5.30 pm)

Qualified caring teachers  
and staff

OPEN HOUSE

1 December

10.30 am – 12.30 pm

Visit our premises with your child.

Free balloons and snacks for all children!

Try out some of the fun and exciting activities we have available.

You may choose to leave your child (4 to 6 years old) with us for any number of days from Monday to Friday.

We are located at:

3 Crescent Avenue

Call us now for more information:

6789 0123

Website: [www.funplayschool.com](http://www.funplayschool.com)

Choose the correct answer and write its number (1, 2, 3 or 4) in the brackets provided.

**1** Parents with \_\_\_\_\_ can register at Brighton Playschool.

- (1) babies
- (2) toddlers
- (3) preschool children
- (4) primary school children ( )

**2** The open house at Brighton Playschool will \_\_\_\_\_.

- (1) tell parents how to teach their children
- (2) allow parents and their children to bond
- (3) give children a chance to make new friends
- (4) show parents and children what the place is like ( )

**3** There is/are \_\_\_\_\_ to choose from.

- (1) half a programme
- (2) a full programme
- (3) one programme
- (4) two programmes ( )

**4** From the poster, we can see that Brighton Playschool provides a \_\_\_\_\_ environment for children to develop.

- (1) open
- (2) gloomy
- (3) fun
- (4) cheerless ( )

**5** Which of the following statements is true?

- (1) Parents will receive snacks at the open house.
- (2) The teachers at Brighton Playschool are responsible.
- (3) The half day programme can take place in the morning or in the afternoon.
- (4) Parents must send their children to Brighton Playschool five days a week. ( )

Answer Key: 1 (3) 2 (4) 3 (4) 4 (3) 5 (2)



## EXERCISE 5

Look at the book cover carefully and answer the questions that follow.

**100 FAIRY TALES**  
**From**  
**India, China, Japan, Southeast Asia, Africa,**  
**Europe and More!**



**Chosen by**  
**Hillary Sillenge**  
**Venon Bow**  
**Sid Solom**

**Illustrated by**  
**George Wall**

**Fairy Books**

Choose the correct answer and write its number (1, 2, 3 or 4) in the brackets provided.

- 1** The stories in the book are \_\_\_\_\_.
- (1) about aliens                      (3) made-up  
(2) sometimes true                  (4) always true                      (     )

- 2** The pictures on the book cover tell the reader \_\_\_\_\_.
- (1) how long each story is  
(2) whom the characters in the stories are  
(3) what can be found in the different countries  
(4) whom the heroes and villains of the stories are                      (     )

- 3** An Indonesian fairy tale is a tale from \_\_\_\_\_.
- (1) India  
(2) Africa  
(3) Europe  
(4) Southeast Asia                      (     )

- 4** The artist who drew the pictures in the book is \_\_\_\_\_.
- (1) Sid Solom  
(2) Venon Bow  
(3) George Wall  
(4) Hillary Sillenge                      (     )

- 5** Which of the following statements is true?
- (1) The publisher of the book is Fairy Books.  
(2) The stories only come from five countries.  
(3) The illustrator of the book is also the editor of the book.  
(4) The authors of the book are Hillary Sillenge, George Wall and Venon Bow.                      (     )

Answer Key: 1 (3) 2 (2) 3 (4) 4 (3) 5 (1)