He Pānui Whakaahua

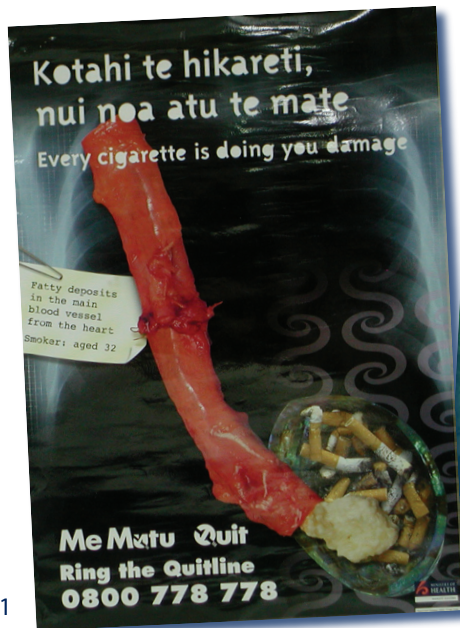|	
Approach:	One to one
Focus:	Identifying relevant features and persuasive techniques of a static image
Resources:	Pānui whakaahua 1, 2; kāri pātai
Kupu:	

Kotahi te hikareti, nui noa atu te mate

Every cigarette is doing you damage

Fatty deposits in the main blood vessel from the heart
Smoker: aged 32

Me Mutu Quit
**Ring the Quitline
0800 778 778**

1

AUAHI KORE TŪTURU
Waka Ama

2

Questions / instructions:

Whakaaturia te pānui whakaahua tuatahi, me te kāri pātai. Kōrerotia ngā pātai ki te ākonga. Kia pēnei anō te mahi mō te pānui whakaahua tuarua.
[Question card is the same as questions 1–5 below]

Titiro ki te pānui. Anei ētahi pātai.

		% response
1. He aha te kaupapa o tēnei pānui?		
Poster 1 – mentioned:	quitting smoking	66
	smoking damages health	38
	can get help to quit smoking	14
Poster 2 – mentioned:	smokefree	64
	waka ama	55
	hākinakina/healthy lifestyle	16
2. Whakamāramatia mai te wairua o tēnei pānui.		
Poster 1:	gave good explanation *(e.g. whakaoho, whakamataku)*	13
	gave some explanation	51
	any other response	36
Poster 2:	gave good explanation *(e.g. whakahau hauora)*	13
	gave some explanation	53
	any other response	33

		% response
3. He aha ētahi tino kōrero e toru o tēnei pānui?		
Poster 1 – mentions:		
	just one cigarette can cause damage	60
	the "pānui" gave the message to quit smoking	70
	the "pānui" gave a help line to ring	11
	smoking damages the blood vessels	9
	smoking is dirty	5
Poster 2 – mentions:	healthy lifestyle	22
	whānau/mahitahi	4
	mentioned "auahi kore"	56
	wahine toa	0
	waka ama	27
4. Ki tōu whakaaro, e tino whaihua ana tēnei pānui? He aha ai?		
Poster 1:	good explanation given	20
	some explanation given	59
	any other response	20
Poster 2:	good explanation given	14
	some explanation given	45
	any other response	41

Commentary:

Most students were able to talk about the kaupapa of the posters (question 1) and give some detail about the messages (question 3). In question 2, a lack of appropriate vocabulary seemed to hamper students in talking about the way the message was portrayed in each poster (eg. "whakaoho, whakamataku, whakahau"). For question 4, 79 percent of students were able to give some justification for their opinion about poster 1, and 59 percent for poster 2.