

TREND TASK



It's Cool to Read

**Approach:** One to one

**Focus:** Identifying persuasive images.

**Resources:** 9 pictures.

**Level:** Year 4 and year 8

**Questions/instructions:**

Give student the set of 9 pictures



Imagine that you are making a poster to try to get young children more interested in reading books for fun.

- From this collection of 9 photographs I want you to choose two that you think would be specially good for your poster. Which two pictures would you choose?

**Allow time**

- Now I would like you to explain to me why you chose these two pictures for your poster.

**Justification, first picture:**

	% responses	
	2002 ('98)	2002 ('98)
	year 4	year 8
strong	11 (7)	27 (20)
moderate	73 (73)	67 (72)
weak	16 (20)	6 (8)

**Justification, second picture:**

strong	11 (9)	24 (16)
moderate	72 (69)	68 (74)
weak	17 (22)	8 (10)

Look at the other pictures and decide on one that you wouldn't use for your poster.

- Which one would you choose?
- Explain to me why you wouldn't use that picture?

**Justification:**

	% responses	
	2002 ('98)	2002 ('98)
	year 4	year 8
strong	8 (5)	19 (11)
moderate	73 (70)	71 (73)
weak	19 (25)	10 (16)
<b>Total score:</b>	5-6	8 (5) 20 (11)
	4	10 (6) 17 (15)
	3	51 (45) 49 (51)
	2	17 (25) 9 (17)
	0-1	14 (19) 5 (6)

**Commentary:**

The pictures nominated most for *Question 1* were pictures 1, 4 and 9. The pictures nominated as least suitable (*Question 3*) were pictures 8 (at both year levels) and 6 (year 8 only). About 15 percent more year 8 than year 4 students gave justifications for their choices that were judged to be 'strong' justifications.