

## English Unit 4: Analysing Argument

### Outcome 2 – Audio-visual text

#### Instructions

For this Outcome, you are required to analyse the use of argument(s) and language to persuade an intended audience to share the point of view expressed in a persuasive spoken text.

- Read the background information on this page and then listen to and watch a video recording of the spoken comment referred to.
- You will be played the spoken comment twice and supplied with a transcript on pages 2 and 3 to assist your analysis.
- Write an analytical response to the task below. For the purposes of this task, the term 'language' refers to written, spoken and visual language.

#### Task

Write an analysis of the ways in which argument(s), written and spoken language, and visuals are used in the comment to try to persuade the intended audience to share the point of view presented. A transcript of the infomercial is available on pages 2 and 3.

#### Background information

*American Heritage Credit Union* is a member-owned, not-for-profit financial cooperative where returns on member funds go to members. They offer a range of member services including insurance, low-rate loans and contactless cards and digital wallets. All branches also provide ATMs for quick cash dispensing. It has over 300,000 members and assets of \$US4.6 billion. The credit union was founded in 1948.

*American Heritage Credit Union* advertises its services widely in print and digital formats, through print media, the Internet and on television and radio. Its infomercial for digital wallet services titled 'Digital/Mobile Wallets Quickly Explained' was posted on YouTube on December 6, 2023. The script was supplied by *American Heritage* promotions and performed by an actor.

# Digital/Mobile Wallets Quickly Explained



American Heritage Credit Union

December 6, 2023



Let's look at digital wallets and why you might want to consider using one.

As its name implies, a digital wallet or E wallet is the modern version of a traditional wallet like this one. Like a traditional wallet, a digital wallet is a way to safely store your payment or identity information.

With a wallet app, digital versions of your information are stored on your smartphone.

Digital wallets can store your financial institution account information, your credit and debit cards, your driver's license, membership and loyalty cards, tickets, and reservations and coupons.

Some of the most common digital wallets are Apple Wallet, Google Wallet, and Samsung Wallet.

When you store your card information in the digital wallet, you can use the payment apps Apple Pay, Google Pay, and Samsung Pay.

Digital wallets use advanced security technology to protect your information, including encryption, tokenization, and biometric authentication, along with passwords.

So why might you want to use a digital wallet?

Well, the biggest reason is that digital wallets are convenient. They allow you to keep your information organised in one place, make payments, store and transfer money, withdraw cash, board a plane or other transportation and enter events all just using your phone.

Second, they're time saving. Transactions are typically quick, and many are contactless.

And finally, they're secure. They are designed to protect your sensitive information better than your physical wallet.

For all of these reasons, digital wallets are becoming very popular.

If you haven't used one, you might want to give it a try.

The full video clip can be accessed at <https://www.youtube.com/watch?v=eAhTzNSD774&t=4s>

## Some stills from from the American Heritage Credit Union ditigal wallet promotion

