

## 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 announcement to try to persuade the intended audience to share the point of view presented. A transcript of the announcement is available on pages 2 and 3.

#### Background information

*The Daily Record* is a Scottish national tabloid newspaper based in Glasgow. The newspaper is published Monday–Saturday and its website is updated on an hourly basis, seven days a week. It has a daily circulation of 52,700. While focusing on news relevant to Scotland, it covers major news from Scotland and England.

On January 29, 2024, *The Daily Record* published an announcement made by British Prime Minister, Rishi Sunak, announcing his government's legislation banning flavoured, disposable vapes and gradually phasing out cigarette smoking. The new laws will be applied in Scotland as well as England.

Sunak made his announcement from the library of a school in Darlington, in northeast England, where he had earlier been filmed discussing the dangers of vaping with students.

# Rishi Sunak sets out disposable vape ban



**January 29, 2024**

**British Prime Minister Rishi Sunak:** My job as Prime Minister is to do what I believe is right for the long term of our country. And if you talk to any parent or teacher, as I've been doing here at this school in Darlington this morning, they'll talk to you about the worrying rise in vaping amongst children.

The children shouldn't be vaping. We don't want them to get addicted. We still don't understand the full long term health impacts of vaping. So, it's right that we take strong action to stamp this out.

That's what we're doing. Banning disposable vapes, taking powers to go after the flavours, the appearance, the packaging, where vapes are displayed in stores, but

also improving enforcement, making it easier to levy on the spot fines at retailers who shouldn't be selling to kids.

Taken together, it's a strong set of measures so we can improve our children's health. It's the right long-term thing for the country.

But it's important that we maintain vapes for adult smokers who want to stop, because for those people, it's obviously preferable that they vape rather than smoke. That's why, actually, we're pioneering the Swap-to-Stop campaign. A million people are being provided with kits to help them through the NHS [National Health Service – Echo editor], and actually we're one of the first countries in the world to do a programme like that.

It's also why we have balanced these proposals, targeting the things that are particularly appealing to children. And that's what this is about. It's protecting children's health. That's why the marketing, the flavours, the appearance, where they are displayed in stores and what's clear is it's disposable vapes that are behind the very worrying rise in children's vaping. Children disproportionately and overwhelmingly use disposable vapes.

So, I think we've got the balance right, supporting adult smokers to stop smoking with our vape kits and dedicated support for them, but targeting all the things that make sure that children shouldn't have access to vapes.

The full video clip can be accessed at <https://www.youtube.com/watch?v=Jfqm0lsa9Ks&t=45s>

**Some stills from Prime Minister Sunak's announcement**



