

## 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, 3 and 4. 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 interview to try to persuade the intended audience to share the point of view presented. A transcript of the interview is available on pages 2, 3 and 4.

#### Background information

*The Project* is an Australian news-current affairs and talk show television panel program, airing weeknights and Sunday across Australia on Network 10. The Project averages 450,000 viewers, with 44 percent of those in the 18 to 39 year-old age demographic.

On November 28, 2023, *The Project* aired a segment on the federal government's plans to ban disposable vapes.

Part of this segment was an interview with Dr Sandro Demaio, the chief executive officer of VicHealth (The Victorian Health Promotion Foundation). Dr Sandro was interviewed by four of *The Project's* co-hosts – Waleed Aly, Sarah Harris, Sam Taunton and Nick Cody, each of whom asked the doctor a question.

# Government set to ban disposable vapes



**November 28, 2023**

**Co-host Waleed Aly:** You know that familiar cloud of watermelon or berry flavoured smoke you walk through on a night out? I do. Well, in 2024, that's set to vanish, if the government's got anything to say about it.

Round here we call Doctor Sandro Demaio, Doctor Vape. But he's actually a public health expert and he's been good enough to join us now.

Dr Sandro, this is pretty comprehensive, stretching from our borders right through to retail. There's a lot here. Do you think the government can really make it stick?

**Dr Sandro Demaio:** Look, it's a great question, Waleed. This is going to make a very big difference. This is world first action and really puts Australia back at the forefront of global tobacco and e-cigarette control where we belong.

It's a range of efforts and protections going from January through to March and beyond, and I think it is going to make a very big difference.

**Co-host Sarah Harris:** Doc, we've got a whole generation of kids now addicted to these things. If all these single-use vapes go, what are they going to turn to next to get their nicotine fix? Are they going to take up smoking again?

**Dr Sandro Demaio:** We have seen a rapid increase in the use of these addictive and toxic products, in just a few years.

We've got a range of services and supports in place ready to help young people who are addicted.

But the vast majority are not currently addicted. We're seeing an increase. We need to act early. And that's why this action is important. But the evidence that we have is that young people are turning to these products because of the high concentrations, because of the flavours, the colours, and the marketing.

If you take all of those things away and you make the product really just available with a prescription and tobacco flavouring, the evidence that we're seeing is young people don't want to be addicted to these products, and they'll very likely begin to turn away from them.

**Co-host Sam Taunton:** So, Doctor Sandro, if we make it easier to get prescriptions, hopefully people are going to go [to get them filled – Echo editor]. But is that going to bring the black market under control?

**Dr Sandro Demaio:** Look, the tobacco industry. They've done this in many countries around the world – flood the market with cheap imports, get young people addicted and then say to government, 'Oh, well, there's a black market. We should just all throw up our hands and give in.'

That would be a disaster. It would be another four or five decades of cleaning up the mess that we had with cigarettes. The black market has emerged as a really purposeful part of the strategy by

This is not an easy solution. It's not a quick solution. It's not going to solve it overnight. But I think what they're announcing is comprehensive.

Of course, enforcement will also be part of it; not coming down on young people themselves, but people who are illegally selling the vapes.

These measures are meaningful. They are going to make a difference and they're balanced.

**Co-host Nick Cody:** Now, doctor My radio co-host, Brendan Fevola, said vapes are just fruit juice, mate. Don't worry about it. Is that solid medical advice?

**Dr Sandro Demaio:** Well, I'd say to Brendan, first of all, these vapes contain more than 200 toxic chemicals found in paint stripper, nail polish remover, rat poison, used in the production of industrial batteries.

We're seeing now early evidence that it impairs brain development. It impairs heart function. It puts people in hospital, it blows up in their faces, and it causes landfill fires.

So, no, I don't think these are just benign products with a fruity smell. The industry would love to tell you that but it's absolutely not true. And the faster and sooner that we put protections in place, the better.

The full video clip can be accessed at <https://www.youtube.com/watch?v=2-ma8-15GR4>

## Some stills from The Project interview with Dr Sandro Demaio



