Text Type: informative persuasive journal article.
Audience: readers of National Geographic
Purpose: Present a Point of View and persuade the audience.

Image 1: Placement to evoke emotion + Insecurity
- close up
- Scout detail
- centre - prominent

Headline:
Uses emotive words that present bias

Ruthless march of the toxic invader

Map: to visually show where toads have been sighted and emphasise problem

Blurb:
what the article is about (topic)

Dot Points: provide additional information

Noun Groups:
Words (vocab) chosen to present bias

Caption: supports picture. Outlines what Government groups are doing to minimise impact

Byline - Author

Additional Quotes
- interest only
- Personal P.o.v

Information is presented in paragraphs.
Most important information first.

Image 2: Depicts professional holding escaping toads + unstoppable
- to support Point of View - expert
- concerned expression

- In this unit you will be learning about how authors of media texts manipulate point of view.
- This means influencing the way the reader thinks and feels about a topic.
- The media texts you will be learning about in this unit are news articles and feature articles.
- You will be learning how authors use text structure, language features and visual features to influence the reader.