

# Read into . . .

# The Advertiser

FINAL

TUESDAY, AUGUST 23, 2011

WEATHER FINE. SUNNY. 22°

\$1.10 (GST INCLUSIVE)

24 HOUR NEWS [adelaidenow.com.au](http://adelaidenow.com.au)



## LAST DAYS OF GADDAFI TYRANT ON THE RUN **P5**

## COME FLY WITH ME... DIRECT TO HONG KONG



Journal  
**sa Business**

# CLEAN ZONE

## Quarantine laws used to protect apple industry

DANIEL WILLS  
NIGEL AUSTIN



THE State Government plans to protect key apple-growing areas in South Australia using quarantine laws designed to combat fruit fly.

At the same time, retail giants Coles and Woolworths have revealed they have no plans to stock apples imported from New Zealand, further limiting the chance of infection reaching local orchards.

Australian growers fear that the fruit may carry the devastating plant disease fire blight and contaminate the state's apple and pear industries.

Agriculture Minister Michael O'Brien has also pledged to support growers with marketing campaigns that advocate consumers buy South Australian pro-

duce. The first sale of New Zealand apples in Australia for 90 years was made yesterday at the Sydney Produce Market and sparked deep industry anger.

Mr O'Brien said New Zealand growers had been "opportunistic" in starting exports while regulators grappled with a World Trade Organisation ruling which allowed imported apples into Australia, heightening the need for urgent action.

Continued Page 6



INDUSTRY BLIGHT: Cam Stafford, at the Lenswood Cold Store, says fire blight is a virulent disease which would threaten local producers.

Picture: JO-ANNA ROBINSON

Activities by Martina Simos

## From front to back

- A newspaper is an inexpensive and valuable learning tool that can guide students into understanding their community. It can motivate students, it can broaden their general knowledge skills and it can reinforce basic reading and comprehension skills.
- A newspaper is news on newspaper - and the best way for students to navigate their way around it is to use it in the classroom daily as it can be used as an alternative to workbooks.
- Have several newspapers in the classroom so that the newspaper can be used during silent reading time. Students can become more familiar with the content if they are using it continuously.
- Introduce sections of the newspaper and discuss the purpose of the articles, the style of writing and link the articles to the curriculum. Launch new topics with news articles.
- Engage students to discuss what they are interested in by using the newspaper.
- Create a news monitor role each week and rotate students to look for articles that their class mates could read. These could be cut out and pinned to a notice board titled 'News to read'.
- Discuss the roles of a newspaper in a democratic society and compare it to China in which media is heavily controlled by the government.

## An advertisement for health

**Advertising** is all around us – tv commercials, newspaper ads, pamphlets, radio jingles. It is a vital part of our economy because it influences people and points out what is available. A consumer must determine the difference between a need and a want.

LOOK through today's *Advertiser* and look for three advertisements that are aimed at improving someone's health.

CUT them out and read the information.

- What products are being advertised?
- Who are they aimed for – men, women, teenagers or children?

DISCUSS and LIST the language that is persuasive.

**Are there any facts in the advertisement?**

.....

**How would you check the facts out?**

.....

**What type of images are being used for the three advertisements?**

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**Why did you choose the ads? What caught your eye?**

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**continued...**

**Pictures? Words?**

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**Placement on the page?**

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**Are there slogans that are catchy?**

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**Is anyone famous endorsing the product?**

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**Describe what you have learnt from these three advertisements in 70-100 words.**

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## The role of economics in daily life

Having a clear definition on what it is we need or want can assist consumers in making informed choices.

DISCUSS individual needs.

DISCUSS individual wants.

HOW different are people's opinions?

ASK students to find 20 items in *The Advertiser*.

IN groups of two rank the items from 1-20 in order of need.

### Need

**Quality food costs less**

**5 FRUIT & VEG SUPER Specials**

- \$250 <sup>kg</sup>
- SAVE \$1.48 <sup>per 1kg</sup> **SA** <sup>Special</sup>
- \$168 <sup>kg</sup>
- SAVE \$1.30 <sup>with 10% off</sup> **pradhan Farm**
- \$199 <sup>per 1/2 Price</sup>
- SAVE \$1.99 <sup>maximum</sup> **pradhan Farm**
- \$274 <sup>kg</sup>
- SAVE \$2.24 <sup>with 10% off</sup> **Gold on Daily from Apples**
- 2 for \$250
- SAVE \$1.00 <sup>per 1kg</sup> **pradhan Farm**

### Want

**Techzone TOYS!**

**NEW**

- 2.1 GHZ PROCESSOR
- 4GB RAM
- 640GB HDD
- with Built-in Visuals
- intel Inside CORE i3

**HOT PRICE** **\$598** **\$549**

**PAY LESS PAY CASH** **AFTER \$49 SUPPLIER CASHBACK VIA REDEMPTION†**

**acer** ASS750-2314G64MNKK 15.6" NOTEBOOK  
• Intel HD Graphics • Windows 7 Home Premium LX.89702.169



## The role of economics in daily life

*Possible discussion questions:*

- WHAT are the main items in need in this group of students?
- ARE all items needs? Do you think there might be some wants?
- PARENTS and grandparents could be interviewed or asked to rank the items from 1-20 from the list above.
- ARE there any similarities? Are there any differences?
- DOES advertising help the economy? How?
- IF goods and services weren't advertised would the public know about them?
- WHAT type of careers or jobs would be available in the advertising of goods and services?

### NOTES

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## Science and technology

At times news articles will have a science story and it will mention technology. There are differences between the two.

Science is about investigation and finding explanations as to why and how things might happen.

Technology involves machinery or items that can make something happen. For example: technology can be used in carbon dating to determine how old something is from an archaeological dig.

**LOOK** for a news story that can explain the differences between the two.

**CAN** you find a news story that makes a connection between the two?

**WHAT** scientific processes have been used?

**DISCUSS** both news stories.



# Digital age fails to take hold



**HOOKED:** Walkerville Primary Year 3 students Iliia and Aidan inspect an iPad with Grant Hull of Enabled.

Picture: TAIT SCHMAAL

CHILDREN of the digital age are likely to be disappointed in the classroom, despite plans for a Digital Education Revolution, a key industry spokesman says.

Australian Interactive Media Industry Association president Grant Hull said he was struggling to find funding to develop a pilot program called Awesome Science, created for interactive whiteboards and adapted for the iPad.

Mr Hull, also chief executive of local digital media company Enabled, said he had witnessed a growing dichotomy between the rich digital media experience available to children at home and more traditional learning materials offered at school.

When his youngest starts school, he will have had three years' experience using an iPad. He was using an iPhone at the age of two and playing iPad games like "cut the rope" at three.

SCIENCE REPORTER

CLARE PEDDIE



"There's a shortfall of creativity going into devices for learning, especially in science education," Mr Hull said.

"As a result, science isn't being taught in engaging, stimulating ways.

Teachers are expected to source inspirational content for their classes, but few have the time or the experience to delve into the digital realm.

"We are going to need to work harder to engage kids who have grown accustomed to rich media and equip teachers with the resources they need."

The Federal Government invested

more than \$2.4 billion in the Digital Education Revolution to give all students in Years 9 to 12 access to a computer at school.

When the National Broadband Network is up and running, schools will be able to take advantage of high-speed broadband connectivity.

The Government will spend \$21.7 million over four years to "source, develop and implement innovative online and interactive education and skills services".

But applicants are expected to be education and skills service providers, including registered training organisations, TAFE institutions and relevant TAFE authorities, government and non-government schools or school authorities, universities and private higher education providers or industry representative bodies.

Mr Hull feared millions would be wasted on video conferencing and

training to educate people in the use of broadband, rather than "high impact, education-rich content".

A quick survey of one Year 3 class at Walkerville Primary School revealed most students have at least one iPad in their household.

Iliia, 8, says there are three iPads at home. She has one all her own, but she is only allowed to use it for 20 minutes a day.

"I like playing on the iPad," she said.

"If I didn't have to stop, I'd never get off."

Aidan, 8, was so impressed with the Awesome Science virtual pendulum experiment, he did not want to give it back.

"Mum has an iPad. I like to go on the internet, play chess and look up my ancestry," he said.

Register to take part in a trial of Awesome Science at [www.awesome-science.com.au](http://www.awesome-science.com.au)



# PAC boys and their amazing DIY toys

**ENTERPRISING:** Prince Alfred College students test-drive the electric cars they built, with Thomas Leggatt out in front.

Picture: CHRIS MANGAN

**CLARE PEDDIE**  
SCIENCE REPORTER

RIDING around a racetrack sure beats sitting in the classroom, so one school has built the experience into a week-long educational project.

Year 8 students at Prince Alfred College start out with just "a few bits of metal, some nuts and bolts and a healthy measure of desire".

They end up with a single-seater electric vehicle, the Miller EV 1500, with a top speed of 35km/h.

Head of mathematics Anthony Harradine designed the vehicle for the eduKart project, which helps students engage with science, technology, engineering and maths.

"It is something like a mechano set, except you can sit in it and drive it," he said.

"The driving experience is exhilarating, made all the more so because the drivers constructed the Miller just hours before. The sense of achievement felt at every step is the ultimate motivation to continue, even when it seems impossible."

Mr Harradine said he had come to realise most students were spending more time in the virtual world of computers and less with hands-on tasks such as tinkering with machines.

He wanted to give the Year 8s a "serious challenge" and an experience they could carry with them through the rest of their schooling, when similar topics crop up in the classroom.

They are not given a set of instructions to follow and there is little external pressure from the teachers.

Instead they learn by doing, trying and failing,

talking it through with fellow students, parents and teachers and finding their way.

"They learn that highly complex systems are actually just the sum of a series of simpler systems," he said. "What looked impossible at the start becomes almost trivial as each simple system is mastered and added to the previous."

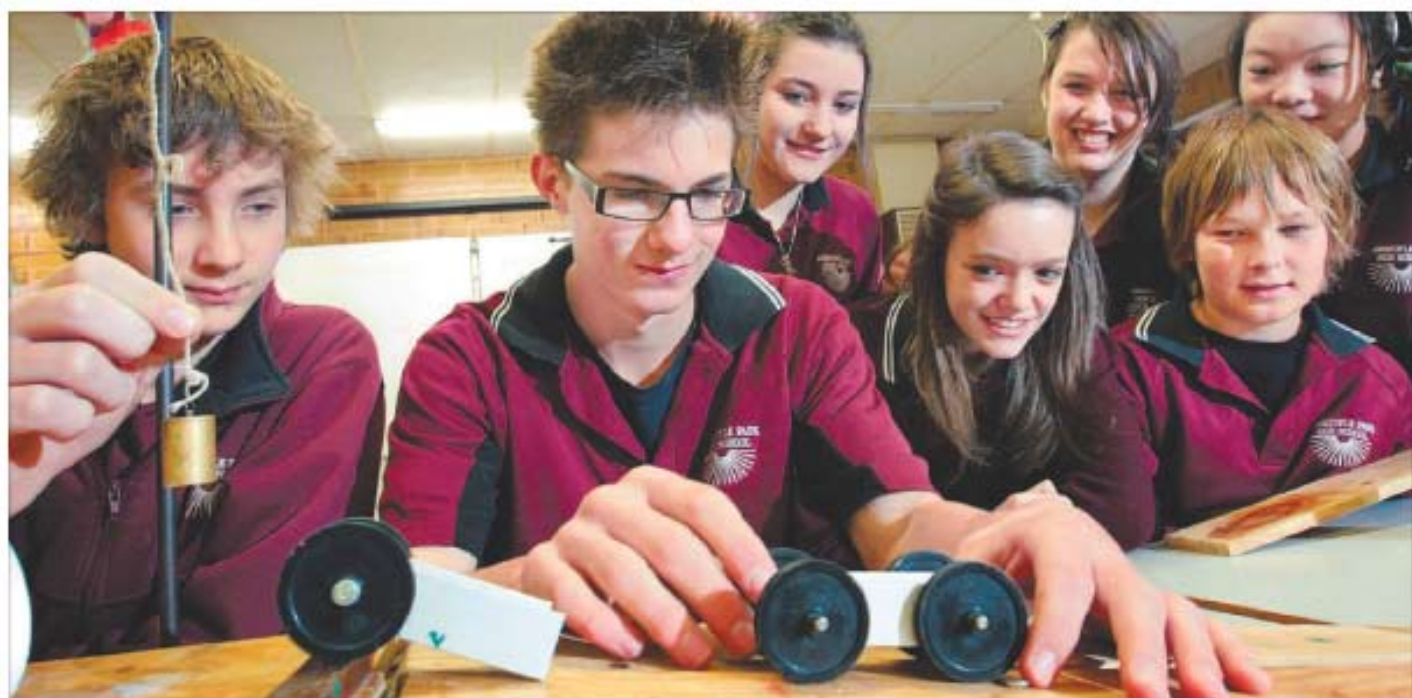
Mr Harradine said the week was "sensational". "I have done a lot and created many relatively large projects in nearly 30 years of education but this one is by far and away the most amazing when it comes to the effect visibly it has on the boys."

Thomas Leggatt, 13, agreed.

"eduKart has been one of the greatest highlights of my whole time at school," he said.

"I look forward to doing similar projects in my years to come here at Prince Alfred College."

# Schools anxious to STEM the flow



**CHALLENGE:** Aberfoyle Park High students Craig Greenwood, Zach Wallace, Ashleigh Webster-Marr, Taylah Vogelsang, Tennille Diening, Ben Treloar and Sushmita Roka working on machines as part of the maths, science and technology program. **Picture:** DEAN MARTIN

DECLINING student numbers in traditional subjects such as advanced maths and science has educators finding ways to address this issue.

A Technology Industry Association survey last year found South Australian high school students perceived maths, science, engineering and technology subjects as "too hard and boring".

Technology Industry Association acting chief executive Jayne Osborne said fewer students were studying Year 12 mathematics than in previous years, with predictions it would get worse every year.

"This has a direct correlation to a shrinking technology skilled workforce," she said.

"We need more high school students to be proficient in



NIE MANAGER

MARTINA SIMOS

maths to study engineering and IT at university and TAFE."

The Advanced Technology Industry School Pathways Program was endorsed by the Defence Minister as one initiative aimed at addressing skill shortages in the defence industry.

The Defence Materiel Organisation committed more than \$5.7 million to the project which ends in 2014. The program, rolled out by the SA Education Department, aims to:

**PREPARE** students for careers in defence.

**INCREASE** the number of students studying STEM (science, technology, engineering and maths) subjects.

**INCREASE** the number of young people into career pathways via apprenticeships, vocational education and training and university studies.

The 15 schools involved partnered with a variety of industries. Aberfoyle Park High School, the lead southern school, partnered with Flinders University to develop a five-week program for students in Years 8 to 10 that integrates maths, science and technology.

The integrated topic combines online programs including computer-aided drafting and manufacturing.

Year 8 students design and test simple machines based on

the Rube Goldberg model, Year 9 students investigate and make wind turbines, while the Year 10s look at the engineering challenges of designing, constructing and testing bridges.

Science co-ordinator Russell Johns said the student-initiated project allowed students to take control of the investigations while teachers took more of a guiding role.

"Students who normally sit back and don't get involved... they've really enjoyed it," Mr Johns said.

Flinders University Associate Professor Debra Panizzon said she was conducting a survey to evaluate the program.

"The data will be used to provide ongoing feedback to the project team and so enhance the project," she said.

## Comic strips

Sometimes a comic strip might have a message for the readers.

**FIND** a series of comic strips and in groups of three read and discuss the word play.

**DETERMINE** what the messages might be into different categories.

### GARFIELD



### ZITS



### FRED BASSET



## In my opinion

*Teacher notes*

Young people have an opinion.

The editorial and Letters to the Editor provide a variety of opinions on the news of the week.

Expressing opinion is an important skill which is valued in the classroom and in the workforce provided it is expressed appropriately.

These persuasive techniques can be applied to writing letters – either for a job or a complaint against a product, in an essay and even commenting on legislation.

Persuasive writing can be difficult to master. Turn to today's editorial pages in *The Advertiser*.

The editorial on the following page is written by a senior journalist and it represents the newspaper's stand on a particular issue which the editor feels is of interest to the public.

- **READ** the editorial out loud and record the main points as a class.
- **POINT** out the terminology used to present the information.
- **DISCUSS** the tone of the words and phrases.
- **POINT** out the use of facts. Look at how they are used to support an opinion or argument.
- **DISSECT** the issue that is being presented.
- **DICUSS** how it can influence readers or which section of our community it may anger or please.

## The Advertiser

# A case where free trade does not make sense

THE free flow of New Zealand apples into Australia is a dilemma which should concern our federal leaders because of the potential impact on domestic industry, in particular in the Adelaide Hills.

As a nation, Australia has promoted free trade and believes in a free market – largely because our products can compete with the best in the world because of the quality we can produce.

While the apple industry argues it is the fear of industry-crippling diseases being introduced to Australia as a result of imported apples that is the only threat to their operations, the broader business community knows from experience that competition from overseas products can destroy even the best industries.

Now, at a time when small businesses are struggling across the board, it is time our leaders asked what point there is in adhering to the World Trade Organisation rulings when doing so will cause further pain for our producers. For if they honestly did, the answer would be clear.

Ultimately, governments and the politicians who form them, must make a stand for the people they represent, as has Agriculture Minister Michael O'Brien and the State Government.

when doing so will cause further pain for our producers. For if they honestly did, the answer would be clear.

Ultimately, governments and the politicians who form them, must make a stand for the people they represent, as has Agriculture Minister Michael O'Brien and the State Government.

In the case of the apple industry, and communities like Lenswood and the greater Adelaide Hills which exist largely because of this industry, the time to make that stand is now – for more reasons than just keeping imported apples off our shelves.

As our apple growers demand some protection from imports, a great investment is being made to produce policies to ensure Australia's food sources are secured.

Globally, governments are recognising the value in protecting, nurturing and expanding their food bowls to secure food supplies for their own countries and take advantage of predicted global food shortages in the future.

Allowing New Zealand apples into Australia is not a solution to anything. We can produce enough apples for our own consumption and for export. The free trade of these apples only serves to devalue our industry and the product.

Imported citrus, fruits and vegetables have already combined with drought and urban sprawl to contribute to the demise of this state's foodbowls including the Riverland and in pockets of the Adelaide Hills.

Protecting the apple industry by way of overturning the decision to allow this imported fruit, through whatever means, will serve as a vote of confidence to all producers and assist them with their plans to build farming businesses and secure our food supply for the future.

In this case, free trade is not the best trade.

Responsibility for all editorial comment is taken by The Editor, Melvin Mansell, 31 Waymouth St, Adelaide, SA 5000

**Tuesday, August 23, 2011**

## Think about it

An editorial represents the view of the newspaper. Letters to the editor are there for members of the community to comment on a variety of topics.

**Identify elements of the editorial and record below.**

**WHAT** is the main issue or issues in today's editorial?

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**LIST** five strong facts that are used to support the newspaper's view.

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**WHAT** language is used to influence the reader into making a decision? List examples below.

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**WHICH** sentence is the most persuasive in the editorial?

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**WHY** do you think this is so?

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## Think about it

Write a 100 word editorial on one of the following topics. You need to determine what your opinion is first. Where possible research some facts to incorporate into your editorial. List any sources used.

- 1 Ipod's should be used in the Classroom.
- 2 **Mobile phones should not be switched on during classes.**
- 3 The school day should begin later to allow teenagers to sleep in.

**Sources used:**

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# YourMoney.com.au

**LOOK** through the Your Money section and look for the following:

- An advertisement on financial planners, banks and other financial organisations

**CUT** out the advertisement.

**ANALYSE** the advertisement.

**WHAT** is the message?

.....

.....

**LIST** the information that can be read from the ad.

.....

**ARE** you able to determine the services they offer to the community?

.....

**WHO** do you think the ads are aimed at?

.....

The advertisement features a green background with white raindrops. A black umbrella on the left contains the text "5.80% p.a. Term Investment. Fixed for 6 months." A colorful umbrella on the right contains the text "5.80% p.a. At call Online Saver." The People's Choice Credit Union logo is in the bottom right. The slogan "Save for a rainy day or for any day you need it." is at the bottom. Contact information "Call 13 11 82 or visit peopleschoicecu.com.au" is also present.

Current as at 15/08/2011. \*Term Investment 5.80% p.a. based on a minimum balance of \$50,000 and a maximum balance of \$250,000 over a term of 6 months. Different terms and rates are available on enquiry. \*Online Saver: This rate is based on a minimum balance of \$5,000 and includes a 1.05% p.a. promotional bonus interest where no withdrawals are made during the month. The 1.05% p.a. promotional bonus ends 30/11/2011 and will revert to the standard bonus rate at this time. Terms, conditions, fees and charges may apply and are available on application. This information and advice is provided without reference to your personal circumstances so you should consider whether these products fit your objectives, financial situation and needs. You can obtain the disclosure documents for these products by contacting us on 13 11 82 or visiting peopleschoicecu.com.au. You should consider the disclosure documents when deciding whether to buy or hold these products. People's Choice Credit Union, a trading name of Australian Central Credit Union Ltd. ABN 11 087 651 125. AFSL/ACL 244310.

## Business terminology

**READ** through Your Money section and make a list of business and money words.

| <b>Word</b> | <b>Meaning</b> |
|-------------|----------------|
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## Money goals

**LOOK** through the Your Money section in today's Advertiser and find an article that will inspire others to save money.

**READ** out loud as a class.

**MAKE** a note of unknown words and find out the meaning.

| Word | Meaning |
|------|---------|
|      |         |
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**DISCUSS** the main points of the article.

**WHAT** is the main idea in the story?

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## Reading the front page photograph

A picture is worth a thousand words but how many words can you write about the front page photograph on today's *Advertiser*?

CONSIDER the following when recording information from a photograph.

LOOK carefully at the photograph.

WHAT do you see?

MAKE a list of who or what is in the photograph.

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CAN you determine the age of the person?

.....

WHAT do you think the person in the photograph might be thinking?

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# Marketing tools

Display advertisements can be found throughout *The Advertiser*.

**LOOK** through today's copy and count up all the advertisements.

**RECORD** the data.

**CREATE** categories and record the data – for example, clothing, restaurants, cars, supermarket.

**GOOGLE** a graph maker and create a graph using the data.

**WRITE** a short explanatory statement about the types of display advertisements in *The Advertiser* today.

**CONSIDER** who the ads are aimed at, the placement in the newspaper, whether photographs or art graphics were used and the type of persuasive words.

**EAT WELL** | **tasted** | 5

## New team set to start the Press

**WILKINSON**

**MARKETWATCH**

**HARNEY LUNDS**

**INDIAN INDIAN**

**POKE**

**BARBECUE**

**CHICKEN**

**FREE RANGE**

**CHICKEN**

**Available In Sweet BBQ & Caramelised Onion or Smoked Bacon & Parmesan.**

**KFC Signature Range**

**Available In Sweet BBQ & Caramelised Onion or Smoked Bacon & Parmesan.**

**KFC and chef Damon Simpson are proud to introduce the Signature Burger Range. Real, top-quality ingredients. Real Fresh™ 100% Australian Free Range breast meat. Chicken, pork, beef, beef BBQ sauce, the cheddar and soft caramelised onion, served in a warm toasted roll. The Signature ingredients are those that come from the range. It's for a reason. Not only, so taste new today because KFC 'til next time & So Good.**

**so good**

## Try one today, it's Free... Range.

**Available In Sweet BBQ & Caramelised Onion or Smoked Bacon & Parmesan.**

**KFC and chef Damon Simpson are proud to introduce the Signature Burger Range. Real, top-quality ingredients. Real Fresh™ 100% Australian Free Range breast meat. Chicken, pork, beef, beef BBQ sauce, the cheddar and soft caramelised onion, served in a warm toasted roll. The Signature ingredients are those that come from the range. It's for a reason. Not only, so taste new today because KFC 'til next time & So Good.**

**so good**

## Get the facts

**FIND** an article in The Advertiser that you think you would like to read.

**READ** the article.

**ANSWER** the following questions either by recording or as a discussion in class.

1. What happened in the story?

.....

2. When did the events take place?

.....

3. Where did it happen?

.....

4. Who is mentioned in the story?

.....

5. What is the main idea?

.....

6. Why do you think it is news?

.....

7. Who would be interested in the story?

.....

8. What have you learnt?

.....

9. Write down five new words that you have learnt.

.....

