

primary: informative  
secondary: persuasive.

- ① what and WHY you have retained certain features
- ② what and WHY you have usurped
- ③ what and WHY you have introduced linguistic features

## Section B: Adaptive writing and commentary

Texts C, D and E all relate to the celebration of Singapore's 50<sup>th</sup> birthday (SG50).

Text C is a press release issued by the SG50 steering committee. *→ more informative.*

Text D is from a local blog.

Text E is an extract of a podcast on SG50's programme line-up.

Read all three texts, and then complete the following tasks.

- 2 (a) To celebrate the nation's 50<sup>th</sup> birthday, a series of activities have been lined up in the month of August. Representing the Singapore Tourism Board, you have been tasked to produce a tourist brochure that will provide information about these activities.

informative  
+  
persuasive.

Write the text for the brochure in approximately 300-400 words. Base your writing on the ideas and references which are contained in Texts C, D and E, adapting them in a way which will be suitable for your purpose and audience.

And

- (b) Write an evaluation of approximately 300-400 words of your adaptation for (a). Your evaluation should illustrate significant linguistic differences between your adaptation and Texts C, D and E, by considering:

- mode of address to the reader
- lexical choices
- grammatical and syntactical cohesion
- morphology

and any other relevant linguistic issues.

positive  
memorisation  
→ present Singapore  
in a positive  
light.

patriotism ≠ nationalistic  
fervour.

↓  
love for  
your  
country

↓  
feel that  
your country is  
the best

version for reader:

↑ ~~more~~ memorisation

provide checkpoints  
+ memorisable words  
engaged with text.  
6



## Text C

### Celebrating Singapore's 50th Birthday as One People

03 June 2014

1. Singaporeans can look forward to an exciting year in 2015 to celebrate our nation's 50th year of independence. The 2015 programme line-up was unveiled today at a press conference with Chairman of the Singapore50 (SG50) Steering Committee, Mr Heng Swee Keat. The Committee also provided an update on the nationwide call for celebration ideas and the SG50 Celebration Fund.
2. The overall theme for SG50 is for all Singaporeans to celebrate as one people. For 2014, the focus is to reflect on our journey and to take pride in how far we have come as a country. Hence, the SG50 calendar this year kicked off with a Pioneer Generation tribute at the Istana and there will be more tribute events to honour the special role of our pioneers across different segments of the society for the rest of 2014.
3. For 2015, the focus will shift towards celebrating our shared values, affirming our aspirations and committing to a brighter Singapore. The calendar will comprise national and community-level programmes organised by the public, people and private sectors.
4. Mr Heng Swee Keat outlined the overall theme that shapes the year-long celebrations. "SG50 is about celebrating the enduring values that we share as Singaporeans, values that undergird the Singapore Spirit – values that have stood us in good stead in the past and give us confidence for an even brighter future."
5. Elaborating on the 2015 programme line up, Mr Heng said, "We want the 2015 calendar to be wide-ranging so that it caters to different segments of society. The programmes will span a calendar year, with events spread across the months. Some are large-scale, national events which encourage mass participation. But there are also small-scale events led by the corporate and people sectors that are more intimate, and cater to specific audiences. We hope that with this mix of programmes, everyone will be able to find something appealing and meaningful as we celebrate Singapore's Golden Jubilee as one people

use  
of  
direct  
quote



Feedback

## Text D

### SG50 'Must Do' activities for all

Here is a guide for our foreign friends to understand our way of life and for our fellow Singaporeans to prepare their celebrations for this upcoming momentous occasion.

#### 1 Read the Singapore Story

- 5 To understand the significance of SG50, it will be great to catch up on the history of modern Singapore. The Singapore Story from the Memoirs of Lee Kuan Yew is a great book to start. Follow up this book with volume 2, The Singapore Story: From Third World to First.

#### 2 Find a symbolic SG50 souvenir

##### SG50 LEGO Sets

- 10 A symbolic SG50 souvenir should have the following characteristic. It is unique to Singapore, it is a collector's item, it is easily recognised and it will be treasured if you either queue long hours for it or pay a small fortune for it. Ok the latter is a little extreme, but we will explain more later.

#### 3 Watch a historical local play or movie

- 15 There are 2 noteworthy productions that will be showing during this period. 1965 the movie and LKY the musical are productions that tell the Singapore tale. Regardless of your political inclination, history does not change. One man had his vision, took a chance and Singapore is born.

- 20 See Lim Kay Tong's and Adrian Pang's interpretations of the founding father of Singapore in 1965 and LKY. No need to see both shows, one should be good enough.

#### 4 Eat local food

##### Chicken Rice

- 25 Other than shopping, the locals takes their chicken rice seriously. Indulge in our famous local 'cuisines' such as chicken rice, satay, teochew porridge and more. Forget all you read in tourist guidebooks about Michelin Stars restaurants. The best food are found in the vicinity of local suburbs. To top it off, these delicacies usually cost less than \$10 per dish! Cheap and shiok, exactly the way we like.

↓  
use of localised  
words.

## Text E

direct address  
first person

### Podcast script on NDP 2015

Yu Jing: Hello girls, did you know that the theme for this year's Golden Jubilee National Day Parade will be "Majulah Singapura", or popularly known as "Onward Singapore"?

Mabel: Oh my god! I didn't know that! Pray tell!

5 Yu Jing: Alright, alright! 'Majulah Singapura' was the rallying cry to all of us to move forward as one people to overcome our challenges and more. And we have succeeded. So, NDP this year will tell this story of our ancestors, to remind us from where we came, and to recognise the contributions of our pioneer generation and our leaders in nation-building. Not only that, the parade will also showcase our country's defence capabilities and people on parade!

10 Jia Ying: And that's not all. I also know that to allow as many Singaporeans to watch the "historic" Jubilee Year parade, sites around the Marina Bay area – including the Floating Platform, the Merlion Park, the Promontory, the Marina Bay Sands Events Plaza and Gardens by the Bay – will be opened on August 9 to allow more to congregate and watch the parade.

15 Mabel: And, and, and there is even an extra day of national day holiday this year, woots! During the Jubilee Weekend, families will be able to enjoy picnics at parks near them. Jointly organised by Families for Life and NParks, there will be picnics at West Coast Park, Pasir Ris Park and Sembawang Park on 7 August. The picnics will feature carnival activities such as "old school" games, bouncy castles, roving buskers and kite flying. Oh  
20 god, I'm soooo excited!

↑ image at proper times.

→ atypical text.

→ attempting to come across as conversational  
e.g. "pray tell"

### ADAPTATION

the Tenser: producer has the authority, but cannot afford authoritative.

one at first person, but further perspective at his wedding (characterise) first person





Name Faith Ng

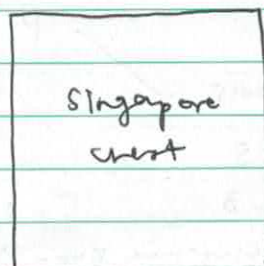
Tutorial Group 17A-01E

Subject \_\_\_\_\_

Date \_\_\_\_\_

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be written on  
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2a) PANEL ①:



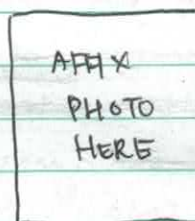
PASSPORT

Faith, you've outdone  
yourself again by  
coming up with a fairly  
novel & innovative  
adaptation for the brochure  
but I hope this does  
not come at the  
expense of spending  
too much time to  
be special/different  
to the detriment  
of the other  
sections of  
the paper.

PANEL ②:

THE FRIEND OF SINGAPORE PLEDGE:

We, the friends of Singapore, pledge  
ourselves as one <sup>united</sup> ~~people~~ people,  
regardless of flight time, jet lag or  
humidity, based on excitement and  
spontaneity, so as to achieve happiness,  
adventure, and a full funnny on this journey.



SIGNATURE OF PASSPORT HOLDER DATE

## HOW TO USE THIS PASS PORT

- ① Sign your name above to show your commitment to  
your adventure on our sunny island!
- ② Collect stamps at every SGOO Friend of Singapore  
attraction you visit.
- ③ Exchange your passport for a Singa the Lion  
plushie at Changi Airport Terminal 3 at the end  
of your visit



PANEL ③ :

VISAS

### SINGAPORE FOOD FAIR

When: 1 August 2015 - 31 August 2015

Where: Singapore Expo Halls 1-3

How to get there: Bus 101, 2, 3

MRT Station - Singapore Expo



Foreground of pragmatic information is useful & a thoughtful consideration.

Food is one of the ~~most~~ building blocks of Singapore society, so what better way to cement your status as a friend of ours than by enjoying some of our local delights? ~~Take in the aromatic~~ <sup>flavours</sup> ~~from the~~ <sup>at</sup> ~~Revel in the aromatic~~ <sup>at</sup> ~~combination of~~ <sup>that</sup> only Singapore's unique culture and multicultural society can provide, from satay<sup>a)</sup>, to rojak<sup>b)</sup>, ~~to~~ <sup>and</sup> even char kway teow<sup>c)</sup>! We guarantee (plus chop)<sup>d)</sup> you'll be back for seconds.

#### Glossary:

- a) satay - skewers of meat, grilled over a fire
- b) rojak - a mix of dough fritters, fruits, peanuts and sesame seeds, all tossed together in a sweet sauce.
- c) char kway teow - wok fried flat noodles, with toppings such as prawns, beansprouts, cockles and fishcake
- d) guarantee (plus chop) - a very Singaporean way to say "I promise" or "I'm sure".  
See: "cross my heart and hope to die" & OR "I swear"

Good to acknowledge a foreign audience who may not be familiar with such terms/references

# RAFFLES INSTITUTION



Name Faith Ng

Tutorial Group ICADIE

Subject \_\_\_\_\_

Date \_\_\_\_\_

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PANEL ④:

VISAS

LEE KUAN YEW: THE MUSICAL

when: 19 <sup>August</sup> 2015 - 19 <sup>Sept</sup> 2015

where: Marina Bay Sands MasterCard Theatre.

How to get there: Buses - 3, 4, 5

MRT Station - Marina Bay / Bayfront

Tickets available at the Ticketing Center.

STAMP  
HERE

Fairly consistent & coherent across 2 various sections.

Hailed as Singapore's Founding Father, the story of the nation's beloved (or sometimes not so) Lee Kuan Yew is one you do not want to miss out on. Written and directed by local actor Adrian Pang, the musical promise to ~~bring you~~ keep you at the edge of your seat as you watch the story of how lawyer Harry Lee<sup>a</sup> became the PAP's<sup>b</sup> ~~leader~~ LKY and finally, Singapore's first Prime Minister. Won't be boring one lah,<sup>c</sup> we promise!

Use of parentheses as aside/comment clause.

Fairly comprehensive & informative.

a Glossary:

- a) Harry Lee - Lee Kuan Yew's English first name
- b) PAP - People's Action Party, Singapore's past and current ~~and~~ ruling party
- c) "lah" - a key characteristic of ~~English~~ Singapore English, or Singlish, as ~~it~~ it is more commonly known. Uses range from exasperation, to reassurance, to just being a space filler. It's a truly magical word.



PANEL (5):

VISAS

JUBILEE YEAR PARADE

When: ~~July~~ 9 August 2015

Where: The Padang.

How to get there: Buses - 7, 8, 9

MRT station - City Hall

Tickets available at [www.sistic.com.sg](http://www.sistic.com.sg).

STAMP  
HERE

Everyone loves a birthday party, and there's no bigger party happening this year than the country's Jubilee <sup>Day</sup> Parade. Watch as the historic Padang lights up with song and cheer as the whole nation comes together in celebration of 50 years of independence, and even hear in some places iconic Singapore songs such as "chan mali chan" and "Home"! This is one party you don't want to miss.

Glossary

a) chan mali chan — traditional Malay ~~folk~~ song that most Singaporeans ~~can~~ learn in school during music lessons

PANEL (6):

THIS PASSPORT BELONGS TO \_\_\_\_\_

IF FOUND, PLEASE CALL \_\_\_\_\_

DATE ISSUED \_\_\_\_\_

DATE EXCHANGED \_\_\_\_\_

What abt including STB's call & contact info at the end?

A very well-thought out concept — a pleasure to read.



# RAFFLES INSTITUTION



Name \_\_\_\_\_

Tutorial Group \_\_\_\_\_

Subject \_\_\_\_\_

Date \_\_\_\_\_

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26. The key difference between my adaptation and the sample texts is the mode <sup>genre/format?</sup> I chose to adopt - that of a "passport" of sorts. While like the sample texts, the main purpose of my brochure is meant to be informative, the added goal of being persuasive and striving to convince the reader to partake in the series of activities influenced my decision to differentiate my brochure from the sample texts so as to increase opportunities for reader engagement.

Yes, good to note this.

~~The main~~ To allow my text adaptation to subvert the conventional aspects of a brochure and hence keep the reader more engaged and willing to adopt ~~my~~ the Temeron Boards suggestions, I ~~also~~ tried to incorporate two key elements - <sup>explicit</sup> reader engagement and ~~humor~~ humor. For the first aspect, I ~~wasn't~~ chose to ~~adopt~~ the mimic the format of a "passport", with including features such as requiring the reader to "sign" under the pledge on Panel 2, and naming the activity information pages pages for the reader to stamp their "visas", as opposed to merely listing the activities. By adopting this format, this provided a convenient vehicle for my adaptation to <sup>engage</sup> ~~explicitly~~ ~~ask~~ for the reader's acknowledgment and ~~convince them that~~ involvement, as I could draw on the characteristics of passports such as ~~stamps~~ requiring a stamp of proof of entry and signing under a pledge to get the reader physically involved, and persuade them to actually read the text by incorporating tasks for them to ~~admit~~ finish ~~and~~ after processing the information. This allowed for me to increase the chances of the ~~user~~ reader taking the time to read through the text and not simply skim through the information, as most readers tend to do when faced with a flyer. ~~This~~ <sup>was</sup> mimicking the official format of a passport for the

Yes, it worked quite well.



The first two panels also help to catch the reader's eye as it gives the impression that the flyer is of a certain level of importance.

Adopting the format of a "passport" also provided easy ~~other~~ opportunities to incorporate humor into my adaptation, as I was able to capitalize on the <sup>mcongruence</sup> ~~discrepancy~~ between ~~form and function~~ the formal format of the mode and the significantly more trivial lexical fields to make the adaptation more amusing. ~~For~~ For example, in the pledge on Panel 2, I drew on intertextuality <sup>by</sup> mimicking the wording and phrasing of the National Pledge, but ~~replaced the more formal words with~~ replaced ~~the text with~~ certain nouns with lexis that was more ~~app~~ relevant to the context of a terrorist, such as "flight time" and "jet lag" in place of the original "language" <sup>ad.</sup> "race" in the National Pledge. This not only allowed me to incorporate humor, but also ~~directed the adaptation~~ made sure it was apparent that the adaptation was directed at terrorists, and not just a commonplace pamphlet with a generic description of the SATO activities.

→ but this would admittedly only be immediately recognisable to citizens no?

Another aspect through which ~~I incorporated~~ tried to orientate my adaptation towards my target audience was through the inclusion of a glossary. Much like Text D, which ~~incorporates~~ <sup>incorporates</sup> localised lexis such as "shioh" (Text D, line 28) and names of Singaporean foods <sup>such as</sup> ~~at~~ "satay, chicken porridge" (Text D, line 24), I also ~~made~~ made the decision to ~~incorporate~~ incorporate more localised lexis in my adaptation so as to present a more authentic description of the activities being presented, as the very Singaporean subject matter naturally necessitates Singaporean lexis. However, keeping in mind the target audience and the fact that as foreign tourists, the reader might



not be able to immediately understand the texts being utilised, I chose to incorporate a glossary under every activity, explaining ~~the~~ phrases or words that while ~~may be~~ intuitive to the ~~average~~ Singaporean native, are relatively unheard of to the average feminist. This ~~helped~~ helps to ensure that the reader is ~~not~~ alienated, but rather ~~provides~~ attempts to ~~bridge~~ bridge the gap by ensuring that the reader is on the same page.

well-explained.

Besides ~~incorporating~~ incorporating localised texts, my adaptation also draws on Text ~~D and E~~, use of direct address in the start of the podcast, where we see that the audience is addressed as in "Hello girls, did you know" ~~Text E, line 1~~ (Text E, line 1). The use of direct address ~~in my~~ in my adaptation helps to directly engage the reader and phrase the activities in a way that suggests ~~the activities have been crafted specially for them~~ the text is appealing to the reader and the reader only. My adaptation also ~~draws~~ draws on the Sample Texts usage of the first person plural when referring to Singapore, such as ~~"we" and "our"~~ and the Singaporean people, such as "we celebrates" (Text C line 26), "our" in "our way" of life" (Text D, line 2) and "our" in "our country's defence capabilities" (Text E, line 8). However, one area of distinction between the use of ~~these~~ these pronouns in the text and my adaptation is that while the "we" and ~~"our"~~ "our"s in the ~~texts~~ Sample & texts are used in the exclusive sense, referring primarily to Singaporeans and Singapore, the use of the ~~first~~ first-person plural in my adaptation has two referents, being used exclusively in ~~panels 3, 4 and 5~~ panels 3, 4 and 5 to refer to the Singaporean population, but also inclusively in panel 2, where the use of "we" ~~actually serves to include~~ actually serves to include the reader.

Band 2 → 19/25