

## FORM 6 ENGLISH

Fanau Form 6 malo 'etau a'usia 'a e taimi faingata'a ko eni ke fai ai ha ako ngaue'aki e internet. Faka'amu pe 'e mahino atu kiate kimoutolu. Sai fiema'u ke ke tokanga kakato mai. Ko 'etau kaveinga ko e MULTIMEDIA pea te u ngaue'aki 'a e lea faka-Tonga moe lea faka-Pilitania ke mahino atu. Our topic for today is MULTIMEDIA. The learning outcome is that at the end of this lesson you can be able to define the word multimedia and some other words related to it.

1. **Multi** - means many ways  
**Media** - is a way of doing things  
           - a way of communication  
*different types of media includes:*
  - Television
  - Internet
  - Radio
  - Newspaper
  - Telephone etc.
2. **Communicate/fetu'utaki (verb)** – if you communicate with someone, you give him/her information, or you convey or pass on information for example by speaking, writing, broadcasting etc.
3. **Communication(noun)** – the act of communicating or the system or process that is used to communicate or broadcast information.
4. **Inform/tala pe fakahinohino (verb)** – to tell or to instruct. If you inform someone of something, you tell them about it.
5. **Information (noun)** – knowledge that is passed to others. If you have information about a particular thing, you know something about it.
6. **Print Media** – it is a kind of communication you can be able to read, hear or to see a message.

### ACTIVITY

Now form 6, I want you to learn the spelling of the words that we have talked about previously (before). Next, I want you to define those words according to your understanding.

1. Multimedia:
2. Communicate
3. Communication
4. Inform
5. Information
6. Print Media

You are required to learn the spelling of the words above as well as their meanings.

Now we will continue on to study another type of media which is ADVERTISEMENT. At the end of the lesson, you can be able to define the words advertisement, announce, announcement, product and target audience.

1. **Advertisement**- It is an announcement on TV, on the radio, in a newspaper, poster, billboard telling the people about a product.
2. **Announce (verb)** – if you announce something you tell the people about it publicly or officially.
3. **Announcement** – it is a public statement which gives information about something happened. The announcement of something to do with advertisement is the act of telling the people about the product.
4. **Product** – A product is something that is produced (ngaohi pe fa'u) and sold in large quantities or advertise in newspapers, radio, posters TV, Billboard etc.
5. **Target Audience** – The people whom the advertisement is aimed at. Ko e kakai ia 'oku taumu'a ki ai pe fakatefito ki ai e fo'i tu'uaki.

### **ACTIVITY**

Spell the following words and give their meanings.

1. Advertise:
  
2. Advertisement:
  
3. Announce:
  
4. Announcement:
  
5. Product:
  
6. Target audience:

You are required to learn the spelling of the words given as well as their meanings.

(Fiema'u ke ako e sipela 'o e ngaahi fo'i lea 'i 'olunga mo 'enau 'uhinga)

Ngaue'aki 'a e **Advertising study** na'e tufa atu ke ke muimui ki he fakamatala 'e hoko atu fekau'aki mo e tu'uaki. (Advertisement)

There are three main parts to an Advertisement.

1. **Headline** – This is the main phrase in the biggest and boldest print. This means to catch readers attention. It holds the main idea of the advertisement.
2. **Sub – head (line)** – this makes the reader want to continue reading. It extends/develops (grow or change) answers the headline.
3. **The Body Copy** – This must give you information and make you want to buy the product.  
- usually in small font

N.B. many ads have details (e.g., Address, e-mail etc.) in tiny print at the bottom of the page.

To make the advertisement effective, advertisers use some of the following techniques.

1. **Visual Features (Non verbal features)** – These are the things that you can see in the advertisement.

**For example** – use of colours

- Layout
- Dominant Image
- Illustrations
- Borders
- Symbols
- Lettering
- Logos

These techniques were all in the note given out to you. It tells you what they are and the effect of using them in the advertisement.

2. **Verbal Features** – This related to the words and meaning of the advertisement.

- Advertisement's style tends to be informal.

**For example**

- |                |   |
|----------------|---|
| - alliteration | - Rhetorical Question                           |
| - Slogan       | - Commands or imperatives                       |
| - Repetition   | - Use of adjectives                             |
| - Listing      | - Neologisms                                    |
| - Acronyms     | - Personal endorsement or celebrity Endorsement |
| - Rhyme        | - Statistics and facts                          |
| - Slang        | - Emotive words                                 |
| - Jargon       | - Minor sentences                               |
| - Puns         |   |
| - Superlatives |   |

'Oku fiema'u ke ke ako'i 'a e ngaahi features pe techniques ko eni kae malava ke faingofua ho'o ngaue ki he 'uluaki I.A. You are required to study these features or techniques in order for you to do your first I.A easily. This handouts were given out 3 weeks ago and hopefully you have fair knowledge of them.

**ACTIVITY**

1. There are two advertisements given for you to work on them.
2. Study each advertisement carefully before answering the questions
3. Refer to your Advertising study handout to assist (help) you in answering the questions.

**ADVERTISEMENT (1)**

# APCO

## BRILLIANT PAINTS BRILLIANT COLOURS

Manufacture & Supply of: House Paints; Automotive; Marine; Industrial Coatings and Wood Finishers.

**SERVING THE PEOPLE OF TONGA SINCE 1981**

**FINEST INTERIORS**



**BOLD EXTERIORS**

- ◆ *Quality Paints*
- ◆ *APAS & NATA Certified*
- ◆ *Full range of Coatings*
- ◆ *Environmentally Friendly*





**APCO **  
**LUXE**  
INTERIOR 100% ACRYLIC SEMI GLOSS  
PREMIUM TOP COAT

100% Acrylic  
Highly Durable  
Stain Resistant

**APCO **  
BRILLIANT PAINTS, BRILLIANT COLOURS



**APCO **  
**WEATHERBLOCK**  
EXTERIOR 100% ACRYLIC GLOSS  
PREMIUM TOP COAT

100% Acrylic  
10 Years Warranty  
Weather Protection

**APCO **  
BRILLIANT PAINTS, BRILLIANT COLOURS

Ph: +676 24322 or 24693. Fax: +676 23482  
 Email: [contact.tonga@apccoatings.com](mailto:contact.tonga@apccoatings.com)  
 Web: [www.apccoatings.com](http://www.apccoatings.com)

AVAILABLE FROM:

- ◆ Pacific Timber & Hardware
- ◆ Jones Industries
- ◆ Ana Builders Supplies
- ◆ South Pac Builders
- ◆ TSK
- ◆ HABS

Division of Asian Paints (Tonga) Ltd  
 23 Small Industries Centre, Ma'ufanga  
 PO Box 1454, Nuku'alofa, Tonga.



## ADVERTISEMENT (2)



# HOUSE CLEANING

We provide all types of cleaning including bathrooms, bedrooms, kitchens, as well as special house cleaning services are also available

- Trash emptied
- Interior of windows cleaned
- Mirrors cleaned
- All objects cleaned/dusted
- Baseboards dusted
- Carpet, floors vacuumed
- Window sills cleaned
- Windowsills wiped down

Get in touch with us

- [s.cleaning@gmail.com](mailto:s.cleaning@gmail.com)
- +4409123456789
- [www.clean.com](http://www.clean.com)

Get 20% discount

Study **Advertisement 2** and then answer the questions followed.

1. Identify the product or the service advertised.

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2. Who is the target audience?

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3. Describe the service being advertised.

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4. Demonstrate (to show by giving example or evidence) **TWO non-verbal** language features relevant to the advertisement.

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5. Give two examples of **verbal language features** used in the Advertisement and explain how effective they are used in the text.

a. Verbal feature: \_\_\_\_\_

Explain the effective it is used in the text:

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b. Verbal feature: \_\_\_\_\_

Explain the effective it is used in the text:

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*Ka 'i ai ha fehu'i fiema'u ke fakamahino pea ta mai ki he mob: 7718252 pe phone line: 26183. Katakī ka ke ngaue ki he fo'i tu'uaki e 2 'oku 'ave atu 'i he taimi pe te ke ma'u ai 'a e ngaue ko eni he 'e 'oatu 'a pongipongi e fakamatala ki he I.A Task 1.*