

The material I decided to compare, consists in two texts on school meals. The first one is a newspaper article about pupils' education on food and their school meals. The second text is a web page of the School Food Trust. I chose these two, because they are two very different types of texts but that suit their purposes perfectly.

To start with, the purposes are quite substantially different. In the newspaper article, the purpose is to mainly inform but it is also to explore and analyse the facts with the reader in order to convince him/her that pupils don't eat healthy food for their lunch. While in the School Food Trust web site page, the purpose is to make it simpler for anyone who wants to improve the quality of the food in schools. In other words, the purpose is to make it easier for volunteers to help the School food trust, and not to inform about school meals.

The layout of each text ~~was~~ is ideal to achieve its purpose. In fact, the newspaper has a slightly dull layout but it's fine because it doesn't need to be attractive. The font of the heading, is the same one used throughout all the text and it isn't exciting at all. However, it is in bold and the text size is larger so it can be easily read and so that the argument of the article is made clear. In addition,

clear identification of purpose

format + purpose

compare

font size + impact

identification of the purpose of the texts

Effect 8?

~~The~~ ~~news~~ paragraphs are 'reader-friendly'. They are more peaceful and easy to read. Often they are composed by only one sentence. So the news paper article is presented. There are no images and ^{different} no colours apart from the slightly lighter grey of the writer's name and the newspaper name. "Mark Macaskill" and "The Sunday Times".

On the other hand, the 'School Feed Trust' web page, is full of a variety of colours. They are also used in an excellent way, because there is ^{contrast} contrast between them, that separates the sections or groups of audience that there are present in the sort of guide. Furthermore, there are plenty of images ^{which} that help to split out the small amount of text that there is. As a first impact, it is really positive, because of the word "Welcome" in bold. It is green that we can interpret as the colour that represents hope. So we can point out a good start. Green also suggests safety if red symbolises danger. The green writing continues in the paragraph below. To the contrary of the newspaper article, the web page uses many different font sizes and along with the use of bold, the writer is capable of highlighting the or putting in evidence only the important things. ^{In this way} so that the reader manages to read only the important things that hopefully concern him/her. The presentation is simple and clear so nobody gets lost on the web site.

The newspaper is presented neatly and in a clear manner too but it isn't eye-catching at all in comparison to the web page.

comparison
'summarising'
note

visual impact

interpretation

The Sunday Times' articles' audience, is mostly composed by well educated adults. This is because presumably, people, who read the newspaper, ^{have} ~~are~~ to be quite educated and have ^{to have} some culture.

However, the audience is quite specific, because to read the article, the reader has to either be really interested ⁱⁿ have something to do with) pupils' health and school meals.

Instead, the audience of the web page, has a much wider range of audience. ~~For~~ This is because there are sections for nearly everyone, in the guide. However, in general, the audience of the web site page, could be or consist of anyone, who wishes to help the School Food Trust or improve school food in schools and promote the education ^{health} of children.

Seeing that the newspaper article is an informative text, the writer transmits his ideas through writing. He is able to make his perspectives clear and grasps the reader's attention with facts.

In fact, there are plenty of facts in every paragraph.

He also starts his article with a fact!

"... fewer than a third of secondary pupils eat in school canteens." This is ~~as~~ the first fact ~~the~~ ~~are~~ used. It already starts giving proof to the reader.

Later on in the text, the writer starts to introduce quotes.

too "name" a comment?

impact of content

✓ "and ~~more~~ work was ~~done~~ needed"

Also if it's an indirect quotation, because nobody is actually talking apart from the reader, this is still somebody's opinion.

By using people's opinions, it's as if the reader is trying to identify the problem of school meals.

"The government needs to start beginning...." This shows that the writer doesn't only use indirect quotations; and again, ~~that~~ these quotes work as further back-up for the writer's point.

Finally, ~~overall~~ the language is quite formal. but it ^{uses} ~~is~~ mainly a ^{more} ~~critical~~ ^{needed} ~~criticising~~ tone.

Also in the 'School Food Trust' webpage, the language isn't colloquial.

Nevertheless, it isn't as formal as the Sunday Times' article. This is fine or appropriate because it has to be easier to understand in order for the audience to get to where they want as quickly as possible. The language in this web site page is slightly informative too.

The use of hyperlinks, shows that the writer tries to make the research even quicker.

"Can other children's meals learn from good school food?" This is a hyperlink but it is also a question. It could suggest that the writer tries to help the audience, by answering as many questions as possible about all everything which is related to school meals and pupils.

Moreover, ^{the presence of} ~~it~~ ^{words} such as 'you' helps to involve the audience enormously.

vague
going in
direction

Source?

detail?

detail?

format
& content

Finally, I believe that the writer ~~from~~ communicates their ideas and perspectives in a clear manner too. ?

detail? In the last paragraph of the newspaper article, the writer ends his article by writing another fact. This fact, is a method of dealing with the problem that pupils eat always less in their school canteens.

suggesting solution (context) So according to a pilot scheme, pupils are offered lunchtime clubs and nutritious food. It looks like this, suggesting the best way, according to the writer, to ~~deal with~~ ^{solve} the problem discussed until now.

Whereas, the web page uses various other brilliant techniques to end the text.

✓ "Follow us on Twitter" - "Parents - school meals could save you hours of time in the kitchen this year!" The Twitter part, shows that the school food trust is dignified. It is followed by a persuasive phrase with inverted commas before it, which attract the readers eye.

unmain The web site page, terminates with sponsors which are publicity. They confirm that the 'School Food Trust' is ~~is~~ organised and ~~very~~ supported already.

Overall, I sustain that the 'School Food Trust' web page is the most effective

Personal response
+ evaluation
of the
texts

text. This is a personal decision but of course, we cannot deny that the use of images and colours, ^{just} the presentation in general is superior to the newspaper's one. This causes the newspaper article to be more restricted; only who is extremely into the subject of school meals and the education of pupils towards food, would read it. Instead, the school the 'School Food Trust' web site page, is more considered by the public audience. ^{However} if the better layout guarantees the webpage to have a wider range of readers, the newspaper writer ^{is not too. This is because} ~~is capable of~~ through information and by not considering many other alternatives apart from his conclusion, he is ^{capable} of course reader and grabs his/her attention equally well.

attempts an evaluative conclusion

12/20

- ✓ Sound comparisons
- ✓ Explanation of ideas / perspectives of the writers
- ✓ Use of textual detail to support points.

Headline

WHY IS IMPORTANT FOR YOUR CHILDREN TO EAT HEALTHY MEALS IN SCHOOL? ARE THEY??

One of the main concerns of parents who have children eating in school, is whether school meals are healthy enough.

opening stance

The commitment to fight obesity by improving school meals, is decreasing each year. This is because as pupils grow up, they tend to stop eating school meals and instead, bring in food from home. * Often, as soon as they've got the opportunity, pupils buy their lunches at fast food outlets.

case study

* "Most of my class-mates, either bring school from home or buy it from shops outside school, apart from a couple who eat school meals." This is what a 15-year-old who attends a school in London said.

Nobody wants to criticise food that comes from home but food that comes from fast food outlets, is obviously less healthy than school meals.

A study by Oxford university researchers, suggests that despite the campaign by the 'School Food Trust' organisation, school meals remain unconsidered?

meaning unclear

the investigation by the pupils' school-health research unit, was based on a survey of 9,200 students/pupils across 400 schools. It was discovered that a vast majority of 10-year-old pupils ate packed lunch (76.2%) while the rest ate school lunches (23.8%). By 16, the results changed

use of statistics

drastically: 17% ate school meals, 15% ate packed lunches and 68% bought lunch outside school.

In fact ~~for this~~, fast food outlets such as Burger King are extremely criticised for having changed the life style of people and worsened their health.

Unfortunately, school meals lack ~~of~~ popularity among students, especially the older ones.

"My friends and I, have had enough of school meals, they are appalling. Besides, fast food is a lot nicer." said Jack, a 17-year-old who lives in Birmingham.

The pupils, justify themselves by declaring that the taste of the food they buy is better. In ~~one~~ school, this

doesn't ~~score~~ ^{but where it does} properly. However, ^{pupils all} can we be sure that they are ~~responsible~~ enough to make healthy choices?

Food is an entire way of living and for this, schools as an educational system, should also teach students to eat healthily.

"It would be useful to convince your children to try the school meals for a week and then decide if to continue or not." Suggested Margaret Sillars, the leader of the Friends group.

It is essential to make sure that your children eat well in school. Healthy School meals, could help to prevent future diseases derived from a bad and unhealthy nutrition. Examples of these illnesses are diabetes,

cardiovascular related malfunctions and as we have already stated, obesity.

Furthermore, students in Sir James, benefit from a balanced menu. This ~~is~~ because means that the school canteen, offers a wide variety of meals each day. Carbohydrates, proteins, vitamins and minerals, rotate each day. This is very important, because according to a report by the 'Personal Social Health Education' service, it is the variety of variation of food groups that determines if a menu is balanced or not.

To conclude, we can notice that it is vital to maintain your children's meals as healthy as possible. Generally, our school meals are good and ~~healthy~~ nutritious. However, if there are some improvements to be done, they are all due to the fact that school meals aren't taken in consideration as they should. They are caused by the lack of credibility we all have, towards school meals. The only solution, would be, to create some compulsory lunch-time clubs to educate pupils about healthy life-styles. Therefore, an increase in investment in school meals, would be only beneficial to your children.

✓ Sound structure
✓ Several well expressed ideas
✗ some moments of awkward phrasing

content: 11/13 = 11/20
quality: 5/7

[illegible]