

English Unit 4: Analysing Argument

Outcome 2 – Audio-visual text

Instructions

For this Outcome, you are required to analyse the use of argument(s) and language to persuade an intended audience to share the point of view expressed in a persuasive spoken text.

- Read the background information on this page and then listen to and watch a video recording of the spoken comment referred to.
- You will be played the spoken comment twice and supplied with a transcript on pages 2, 3 and 4 to assist your analysis.
- Write an analytical response to the task below. For the purposes of this task, the term 'language' refers to written, spoken and visual language.

Task

Write an analysis of the ways in which argument(s), written and spoken language, and visuals are used in the interview to try to persuade the intended audience to share the point of view presented. A transcript of the interview is available on pages 2, 3 and 4.

Background information

SECTA Training Academy supplies job training in the security sector. It operates in conjunction with *Jobpedal*, an online job placement platform. *SECTA* posts video clips on YouTube which are freely available to its students and the general public.

On October 21, 2023, *SECTA Training* posted a video titled 'A cashless society – do we really want it?' The clip had *Jobpedal* presenter, Annabel Gotfried, asking questions of Duncan McGufficke, the founding director of *SECTA Training*.

The presentation was in response to the growing movement in Australia toward a cashless society.

A cashless society – do we really want it?



October 21, 2023

Annabel Gotfried: Hi, Duncan.

Duncan McGufficke: Hi there. Annabel. Yeah. Look, thanks for having me on today to discuss this crucial topic.

Annabel Gotfried: Absolutely, Duncan. And look, we've seen Australia shift towards a cashless society. How do you view this trend and what are the potential consequences?

Duncan McGufficke: Well, Annabel, the move towards a cashless society is concerning to not just me – a lot of other people. It may be convenient for some, but it poses a significant risk. It can leave vulnerable people at a higher risk, and it compromises our right to trade wherever we choose without banks or government involvement in our private transactions.

Annabel Gotfried: That's a valid point, Duncan. And look, we've seen Sweden become virtually cashless since 2018 and it hasn't been without issues. Could you share some of the problems that they faced?

Duncan McGufficke: Certainly, Annabel. Yeah. Sweden's experience with a cashless society has raised some red flags. And when the banking system has gone offline, there have been times when people couldn't purchase basic or essential goods, including food, medicines, and some individuals have reported of banks randomly freezing their accounts, leaving them penniless for weeks without any explanation, which is so wrong.

Annabel Gotfried: Shocking. Those are indeed, you know, really concerning incidents. And what about the security and privacy aspects of a cashless society? Could you shed some light on those?

Duncan McGufficke: Well, security and privacy, Annabel, are crucial concerns. In a cashless society your payment information becomes accessible to all the businesses you transact with making personal data vulnerable to data breaches. If your account is hacked, breached, all your savings could be stolen. That's something else that you've got to think about. Technical problems, power outages and downtime can also disrupt your access to your money.

Annabel Gotfried: That's right. And look, we've seen that happen here in Australia many times. And these issues can affect people from different walks of life, for example, those without bank accounts and the older generation who may be not as comfortable with digital payment methods. What challenges do they face?

Duncan McGufficke: You've hit the nail on the head there, Annabel, and people from the lower economic strata, especially those without bank accounts, could face difficulties paying or receiving money. The same goes for the older generation, who may not be comfortable with digital modes or payment.

Annabel Gotfried: Yeah. Look, it seems like there are both economic and personal privacy issues at stake. Are there any other significant drawbacks to consider?

Duncan McGufficke: Absolutely. Banks, businesses and other institutions, they often charge administration fees for digital transactions. That's where they make their money. Yeah, and without cash, people have no choice but to pay these additional fees.

Moreover, the banks have full control over every dollar you own. Every transaction you make is recorded, and your personal data may not be secure. The access to your money that can be blocked at a click of a button, and it may take weeks to resolve any issues, if they even get resolved. And that's another issue.

Annabel Gotfried: Well, that's a lot to think about. And look, cash has indeed been a symbol of financial independence for a very long time. How do you think people can maintain that independence?

Duncan McGufficke: Well, Annabel, it's essential to keep control over how you trade with the world. And cash provides a level of independence that should not be underestimated. Never. By embracing a balanced approach that preserves the convenience of digital transactions while safeguarding the use of cash, we can maintain our independence and privacy while still enjoying the benefits of modern payment methods.

The full video can be accessed at <https://www.youtube.com/watch?v=SFIACeYImrA>

Some stills from the interview with Duncan McGufficke



