

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 comment 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

The *World Vapers Alliance* website states that the Alliance exists to defend the rights of vapers. It claims to speak on behalf of 90,000 vapers worldwide and to represent 490 vape retailers in over 30 countries. It promotes vaping as a safe alternative to cigarettes. The Alliance produces Vaping Unplugged Podcasts, usually interviews with vaping advocates from different countries. These are posted on YouTube and distributed through Spotify and Apple. Michael Landl is the director of the Alliance and its most regular interviewer.

On April 19, 2024, Landl conducted an interview with Dr Colin Mendelsohn, an Australian advocate of vaping to help adult smokers quit cigarettes. Mendelsohn is the Founding Chairman of the Australian Tobacco Harm Reduction Association, a registered health promotion charity aiming to increase awareness of lower-risk nicotine products as a substitute for tobacco.

World Vapers Alliance Interview with Dr Colin Mendelsohn



April 19, 2024

Voice-over: Hello world! Welcome to the Vaping Unplugged podcast, everything you need to know about vaping and tobacco harm reduction.

Michael Landl: Hello and welcome to another episode of Vaping Unplugged, the World Vapers Alliance's podcast.

I'm Michael, the director of the World Vapers Alliance, and I'm happy to announce that we will be talking today with Colin Mendelsohn, one of our heroes in the advocacy world.

Hello, Colin. Thank you for joining us again. Welcome back to Vaping Unplugged. How are you doing?

Dr Colin Mendelsohn: I'm very well, Michael. Thank you. Thank you for asking me.

Banning vapes

Michael Landl: Yeah. I think it's a very good timing to get some updates on Australia.

Dr Colin Mendelsohn: Look, we've got a unique regulatory model in Australia. The prescription only model.

So, if you want to vape legally in Australia, you have to go and see a doctor and get a prescription and then find a pharmacist who has stock and buy from the pharmacist.

We're the only country in the world that has that model. And the aim of it was to enable vapers to get good products, regulated products with the support of a medical practitioner and to avoid youth vaping, to minimise youth vaping.

But it's been a total failure. I mean, less than 1% of doctors are willing to provide prescriptions. They're very uninformed about nicotine and about vaping.

Very few pharmacists actually support vaping, and very few sell vaping products and those that do have a very small range.

And the whole process of getting a prescription, of course, is ridiculous. You can go into the corner shop and buy cigarettes very easily, and the idea of having to get a far safer product by jumping through all these hoops is absurd.

And, you know, vapers have voted strongly against this model. So over 90% of vapers in Australia have rejected the model and vape illegally and buy their products from the black market.

And that's become a huge problem because the black market is controlled by criminal networks. And there's been an escalation of crime in relation to that.

There are young people dealing vapes. There have been firebombings of shops associated with turf wars between criminal gangs, three murders, extortion, a whole range of criminal activities. And of course, the money is going to criminal gangs for all sorts of other activities.

And the criminal gangs, of course, and the retail outlets they supply, are quite happy to sell to young people. So, we've got this huge problem with kids vaping and so it's turned out to be the exact opposite outcome of what the government was planning.

Michael Landl: Commonly you would say probably let's reform this model. Or are they doubling or are they doubling down on this.

Dr Colin Mendelsohn: Yeah. I mean, look, it's clear to everybody else that this model is failing, but it's a very political thing. So, what our current government is doing, and our health minister said very clearly many times that vaping is a public health menace, and he needs to stamp it out.

And he's come to this debate with very strong words against vaping. It's going to be very hard for him to back down and save face.

So, his approach is we're going to double down on this. We're going to increase the border control to prevent these products coming into the country, and we're going to police and enforce illegal sales more severely, more strictly.

But, you know, we know that that doesn't work.

I mean, you know, we know that illegal drugs border control and enforcement have a minimal effect on long term supply. You know, the Border Force as it is, can barely manage to intercept a small quantity of illegal drugs.

And, you know, they're interested in heroin and weapons. They're not interested in mango vapes. I mean, and they're under-resourced as it is.

So, we know the government's plan to double down is just not going to work.

And vapers have just rejected this model. They're very angry about this. They've said, why should we have to get a prescription? Why can't we do what's best for our health and just get these products? The model that the government's proposed is onerous, it's costly, and people are refusing to do it.

The full video clip can be accessed at <https://www.youtube.com/watch?v=ru6qPrk3wjc>

Some stills from the World Vapers Alliance interview

