

## 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

*GB News (GBN)* is a British free-to-air, opinion-orientate news television and radio channel. The channel is available on Freeview, Freesat, Sky, YouView, Virgin Media and via the internet on Samsung TV Plus and YouTube. An audio simulcast of the station is also available on DAB+ radio. Its broadcast area includes Great Britain, Ireland, and Europe. In January 2024 it claimed 1,034,000 viewers

Nigel Farage is one of GBN's main presenters, hosting a news and opinion show on Monday, Tuesday, Wednesday, and Thursday at 7.00pm.

On September 13, 2023, Farage interviewed John Dunne, the director general of the UK Vaping Industries Association, an organisation representing the manufacturers of currently legal vapes. Dunne was invited to give his views on the British government's plan to ban flavoured, disposable vapes.

# Should disposable vapes be illegal?



**September 13, 2023**

**Host Nigel Farage:** Today's news is that the government is going to ban disposable vapes. Number one, they say they cause a pollution problem if not disposed of correctly.

And number two, they're arguing they're aimed at kids.

Well, I'm joined now by John Dunn, director general of the UK vaping industry. John, welcome to the program.

**John Dunne:** Thank you.

**Host Nigel Farage:** Sir Chris Whitty has made it very clear that if smokers move to vaping, there is a reduced risk to their health. He says though, if you're not a smoker, don't vape, but it is a useful way out.

The worry, perhaps, that some people have got is, is it a way in to smoking, drug taking, whatever it may be?

And, you know, let's be frank. Orange gummy bears, that is, that's aimed at teenagers, isn't it?

**John Dunne:** Well, I disagree with you on that,

**Host Nigel Farage:** Why do you disagree with me on that?

**John Dunne:** Well, first of all, adults like flavours. And one of the things that happens when somebody moves away from smoking into vaping is they want to move away completely from the taste of tobacco, anything associated with that. And adults like flavours.

I know people laugh at me, but I'm a gin fanatic.

**Host Nigel Farage:** Nothing wrong with that

**John Dunne:** And I have a strawberry candyfloss flavour gin. You know, I like Haribo sweets, so adults do like these flavours.

But what's really important here is to make sure that the products that are being sold are not being sold by vendors selling them to young people. And what we found is that there's a small minority of retailers that frankly, don't care what they sell to whom, But the fines are very small. We had one retailer who was caught selling to a 14-year-old, and the fine was only 28 pounds. Now that's ridiculous. So, we want to see the fines to be a minimum of 10,000 pounds.

Now the government is doing that for cigarettes they just announced, but why aren't they doing it for e-cigarettes in the same way? And we're not going to object to it as an industry. In fact, it's our idea in the first place.

The other thing we want to see is we want to see where these products are sold, licensed, and that licensing, like alcohol, has to include robust age verification.

**Host Nigel Farage:** Which at the moment it's not of course,

**John Dunne:** Nothing is licensed. Right. So, the products are licensed by MHRA {The Medicines and Healthcare products Regulatory Agency}, they're approved by them if they contain nicotine. But the stores that sell them are not. And we think that needs to change.

**Host Nigel Farage:** Okay, okay. Rather as it is for alcohol. No, no, I get that.

Clearly there's pressure coming on the vaping industry. This government will introduce this ban on disposables, this government, all these governments love banning things.

The argument is they're bad for the environment, but I guess that depends how you dispose.

How worried are you that if we ban disposable vapes that [we'll – Echo editor] actually, you know, maybe even put more pressure through the World Health Organisation on vaping as a whole, and they are talking about this? Do you worry this trade could be driven underground?

**John Dunne:** Absolutely. Everybody is coming out against what the government is proposing to do. Action for Smoking on Health, for instance, who are the biggest health charity out there dealing with cancer, they don't want to see these products banned. The Trading Standards Institute have said they don't want to see it banned because they know that it will just create a bigger black market.

**Host Nigel Farage:** Yeah, yeah. No, I think that's right. How big is vaping in the UK?

**John Dunne:** If you include those illegal products, you're probably looking close to 3 billion pounds. But as your previous speaker said, you also have to add on the savings to the health care industry. 250 people die every day from smoking related diseases. Not one single person has died from vaping a commercially produced e-liquid.

The full video clip can be accessed at <https://www.youtube.com/watch?v=H-27z-j7gSA>

## Some stills from Nigel Farage's interview with John Dunne

