

Reading for Meaning

STUDENT INTRODUCTION

- ▶ The Isle of Wight Steam Railway is a working railway.
- ▶ It shows us what railways were like in the past.
- ▶ Some old rail documents still exist, like this one below.
- ▶ Can you work out the meaning and purpose of the text?

Understanding Railway Texts

READING TASK

- ✓ Your task is to think about why the resource below, a 'hand bill' or advertisement, from 1966, was written and what persuasive techniques are used.
- ✓ Read the resource, thoroughly.
- ✓ Answer the questions on page 1&2. Your teacher may require you to write on this sheet, or on paper.

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KNOW ?

Formed with the object of retaining the Cowes—Newport—Ryde line for public passenger services

The Society is actively negotiating for the purchase of the Cowes—Newport—Ryde railway. The line will provide regular services using modern high-speed diesel rail cars of the type illustrated. These vehicles will provide comfortable swift travel for both local people and holidaymakers, unhindered by road congestion.

Full details of the Society and of the operating company which is to run the line, from the Secretary:

P. J. Norris,
21 Adelaide Place,
Ryde, Isle of Wight
Telephone Ryde 3251

Photographs by F. E. J. Ward

DO YOU APPRECIATE ?

That Vectrail is purchasing the track of the Cowes—Newport—Ryde railway so that it can run a service using modern, fast, diesel railcars.

DO YOU REALISE ?

That by joining the Vectrail Society you are making a contribution towards the purchase of the track and the re-opening of this route.

That, although this is a private railway it needs public support—and your subscription costs only 5d. a week!

YOU

Vectrail is the Island's Independent Railway—Its success depends on

Further information may be obtained from The Secretary, Vectrail,
21, Adelaide Place, Ryde. Tel. Ryde 3251

Lightfoot & Co. Ltd., Ryde, I.W.

Questions

1. What is purpose of the document and who is the audience?

Questions (continued...)

2. What is the service they want to provide?

3. Can you pick out the 3 rhetorical questions that are used? List them here:

-
-



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4. What presentational devices have been used to make the document clearer?
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5. Why do you think pictures are included?

6. Why do you think the word 'YOU' is in large and bold capitals?

