

BOW WOW VOWS

Eleni Hale

WEDDING outfits for pups are being marketed to dog lovers who want to marry their pets to each other.

White dresses and tuxedos for dogs 'in love' are being sold by websites such as www.fancyfeathersandfur.com.au.

They are also marketing to a rising number of people who want their pets to attend their wedding in matching outfits.

Kathy Calleja, of Yarraville, said her dogs Baboo and Lola made a beautiful couple during their wedding fitting during the week.

She said she was considering marrying them because they were so compatible and loyal.

'Baboo is the protector. He paces the house making sure everything is OK and checking on Lola, who is a real homebody,' she said.

Experts said people who wanted to hold a dog wedding should start a gift register with a pet shop, have a barbeque wedding and write pet-specific vows that they could read out.

Herald Sun, 5 July 2009



Picture: Bruce Magilton

Identifying purpose and audience

1 What is clever about the headline?

2 What is the purpose of this news article and photograph?

3 Who is the intended audience?

10 Multimedia texts

What is a multimedia text?

A multimedia text combines a variety of forms of communication, such as written text, recorded interviews, pictures, animation, photos, music and sound. Multimedia texts include websites, computer games, PowerPoint presentations and films.

Newspaper article

A printed daily newspaper is a traditional media text. It combines words and pictures to create interesting and lively news and feature items. Increasingly, newspaper publishers are now linking the printed version of the newspaper to their website, allowing readers to take advantage of greater interactivity and providing them with a much richer multimedia experience than ever before. Read this newspaper article, which also appeared online.

Hi everyone, want to come over for a play?

Cheryl Critchley

ANIMAL fans are set to fall in love with Melbourne Zoo's latest star, who melted hearts with a playful pool frolic and impromptu roll in the hay on Tuesday.

The impossibly cute baby elephant, who is due to meet the public today, turned hardened media types to jelly during a preview in Melbourne Zoo's Barn Paddock.

The playful pachyderm rubbed against mum Dokkoon, followed 'aunt' Mek Kapah, splashed water with her tiny trunk and even tested her soccer skills.

The older girls were none too pleased when she jumped headlong into the hay they were about to eat.

'It's like rolling in your salad,' zoo general curator Dan

Maloney laughed.

Mr Maloney said while she was still nursing and not yet eating solids, the zoo's first baby elephant in its 148-year history was into everything.

'She likes to mimic the adults,' he said. 'She'll see them grabbing boughs, grabbing hay. She grabs that; she'll manipulate it. She's completely fearless.'

Baby, as she will be known

until a naming competition starts in the next week or so, will make her much-awaited public debut at 11 am.

She first ventured into the Barn Paddock about a week after being born weighing about 110 kg on January 16, but only started using her trunk to

splash water on Monday.

Now 128 kg and gaining more than 1kg a day, Baby will be on public display from 11 am–noon and 2.30–3.30 pm daily.

Visitors will be ushered through after meeting in the 'Trail of the Elephants' Market Place.

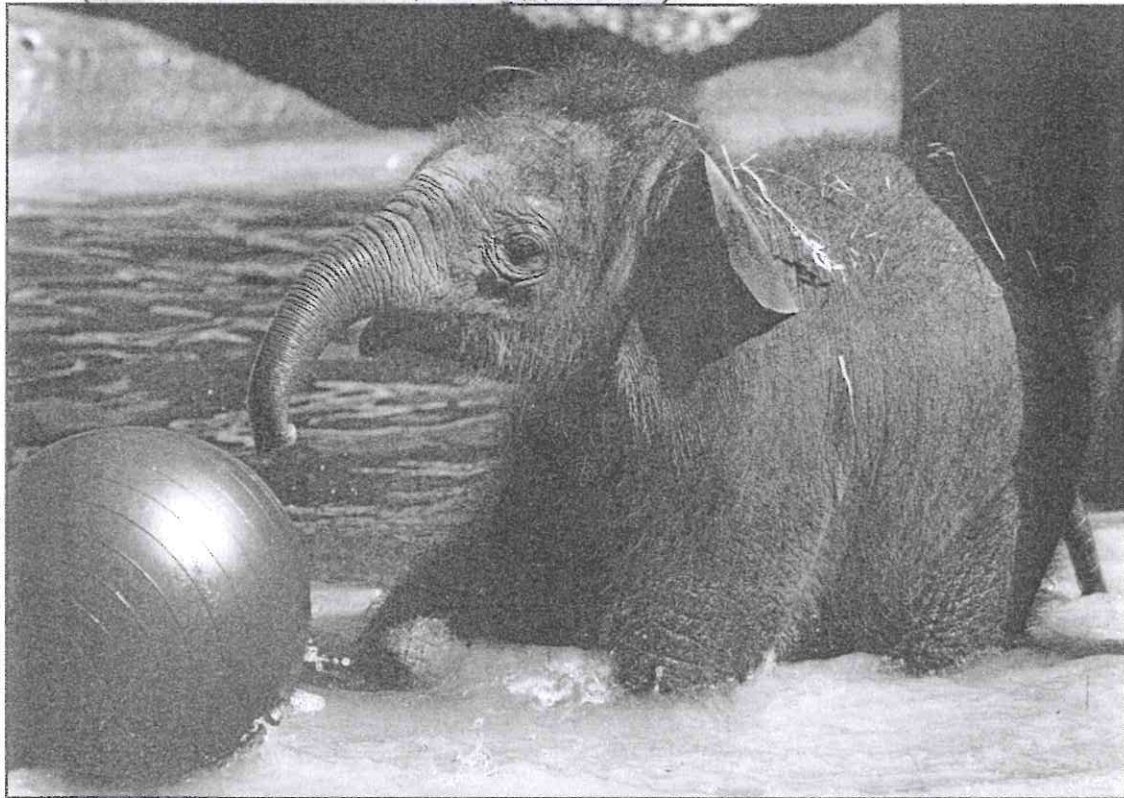
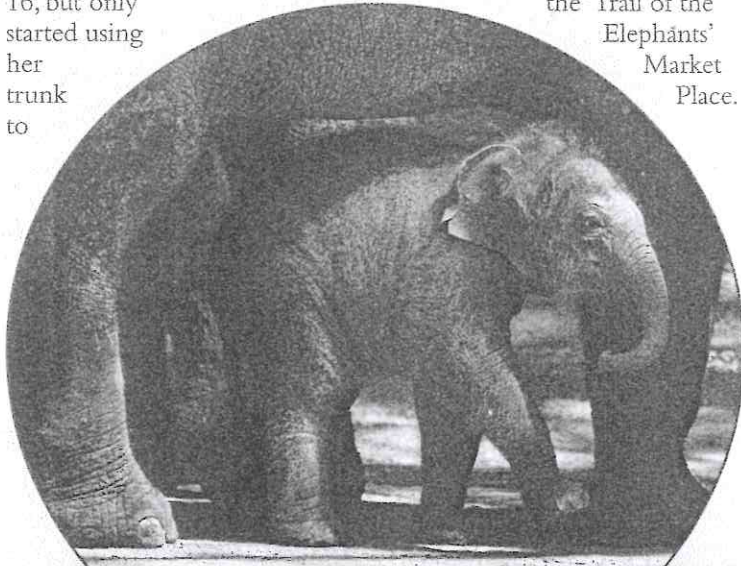
Baby and mother are bonding well, but zoo staff waited more than three weeks to put her on show to ensure nothing was rushed.

They are also conscious of the feelings of Mek Kapah, who is effectively a middle-aged woman with no experience of children. So far she has coped well.

The zoo is still working with Thai experts to come up with five names to be voted on by the public at www.zoo.org.au and www.heraldsun.com.au.

The names will be based on Thai words that fit Baby's boisterous, fun-loving nature, and is expected to start next week.

Mr Maloney also revealed Melbourne Zoo could eventually end up with Sydney's baby male Luk Chai, who is six months older than Baby.



heraldsun.com.au

MULTIMEDIA SPECIAL

Watch the video and look at more pictures of our favourite baby

Herald Sun, 10 February 2010

Understanding multimedia

- 1 What is appealing about the way the headline is worded?

- 2 How did the 'hardened media types' react when they saw the baby elephant? Why?

- 3 What five playful things did the baby elephant do?

- 4 How much does she weigh now and how quickly is she gaining weight?

- 5 Why did zoo staff wait three weeks before showing Baby to the public?

- 6 How will Baby be named?

- 7 What does the photo with the red ball show about Baby's personality?

- 8 What multimedia support for this article is available on the newspaper's website?

- 9 Use the back-of-the-book dictionary to find the meaning of the following words:
 - a pachyderm _____
 - b curator _____
 - c mimic _____
 - d boisterous _____

Koala information report

The following information report presents facts on the subject of koalas.

Koalas

The koala is an Australian marsupial that is found in forests in Queensland, New South Wales and Victoria. It is sometimes called a koala bear or teddy bear; but although it looks like a small bear, it is not related.

The koala has a number of prominent features. Its big curving nose is leathery in texture. Its eyes are small and wide apart and it has big teeth for chewing tough vegetation. Like the rest of its body, which is about the size of a football, its floppy ears are covered in thick, grey fur. Each foot possesses long, sharp claws that give it great skill in climbing.

There is one startling fact about the koala. It has an 'appendix', which is really an extension of the stomach and intestine, that is some two metres long. Such an organ is necessary to cope with the bulky daily diet of the animal, which consists of the leaves and shoots of blue and grey gum trees in eastern Australia.

A koala mother usually gives birth to one cub at a time, which then spends about six months in the mother's pouch. After this, the cub can emerge from the pouch, but will continue to treat it as a home. The pouch is deep to prevent the cub falling out as its mother climbs around in her favourite gum trees.

The koala is a beloved icon of Australia. However, koalas are defenceless animals that need protection from introduced predators and from the clearing of their forest habitats.



Exploring the information report

Fill in the following chart for each paragraph in the koala information report.
For paragraphs 2, 3 and 4, identify the topic sentence and briefly summarise the supporting information in your own words.

Structure of the koala report

Paragraph 1: Introduction

Definition: _____

Paragraph 2

Topic sentence: _____
Supporting information: _____

Paragraph 3

Topic sentence: _____
Supporting information: _____

Paragraph 4

Topic sentence: _____
Supporting information: _____

Paragraph 5: Conclusion

Summarise the conclusion: _____

Creating a multimedia text

Choose one of these activities.

1 Write a newspaper article

Write a human-interest article about a real or imagined event that you think will interest readers. Choose from one of the topics below, or come up with a topic of your own. Write an article about the event that will be used in both the printed version of the newspaper and in the online version.

Make sure that you include the following features of a newspaper article:

- a catchy headline
- your name (the journalist's byline)
- an attention-grabbing introductory sentence in a contrasting typeface
- short paragraphs
- stunning photos
- clear links to the features available on the newspaper's website.

Possible topics

Massive floods sweep through city centre

Zoo welcomes a pair of pandas from China

Shark attacks swimmer in shallow water

Heartless thief steals family heirlooms

Students speak out

A family's plea for help

Police capture internet hackers

