Genre- Leaflet- information about beach safety
Audience-Parents/ families- all beach users- England
Purpose- Informing about dangers at the beach and what to do in dangerous situations ... there is also a gentle attempt at the end to persuade us to donate to RNLI



Saving lives is their focus

Written in bold and capitalised helps to make it stand out and emphasize how dangerous beach can be as it is a "true story".

This family followed the instructions that have been provided in the booklet by the RNLI which shows us how important it is to look at this leaflet.

It may also help to get people to donate to the RNLI, as it makes it sound like without their instructions, Carolyne Yard would have lost her son which helps to emphasize the importance of the RNLI.

Title is big and blue which makes it stand out from the yellow background helping emphasize the importance and danger of situations like these.

> Danger Symbolmakes it stand out and show how important this information is for beach users.

> > Instructions

make it easy to

given

points

follow

remember

are

which

and

in bullet

A name is given and also the time when the accident happened which makes more realistic.

Common Image

Understandable -

and

quick

shows

reliable the

image

Fast

response how

RNLI is.

TRUE STORY

nd I was relaxing on the beach with my

rrent, and Bernadette helped them both up onto a rock ten she guided Mark and Will out of the current and

gus and Will were shaking with shock. I was crying so relieved that we were all back together sa akes me cry when I think about it.

Rips are strong currents that can quickly take swimmers from the shallows out beyo their depth.

Lifeguards will show you where you can avoid rips but if you do get caught in one: Stay calm – don't panic.

- If you can stand, wade don't swim
- Keep hold of your board or inflatable to help
- Raise your hand and shout for help.
- Never try to swim directly against the rip or you'll get exhausted Swim parallel to the beach until free of the rip,
- then make for shore If you see anyone else in trouble, alert the lifeguards or call 999 or 112 and ask for the Coastguard

Simple easy diagrams which make it easy to follow and helps emphasize to exactly what should be done to escape a rip tide.

The use of "eternally" helps to emphasize how much the impact lifeguards had on the lady's life.

> Powerful ending- life guards have saved a family which gives the impression that it is always "life first"

> > "Reunited" is the final word which shows how the RNLI reunite families which may help to get people to donate.

Normal looking people that everyday families can easily relate to.

The fact that the son seems quite big shows that even strong people can get into difficulties in the water and that this advice needs to be followed by everyone, even if you're confident that you can swim.

The pictures are made to look slanted and like they are stuck down with tape again creating an informal accessible feel to the leaflet

Blue bold headings- stand out and show how important this information is (this is valid for all the headings) and it is also very eye-catching. There is generally a two part structure P1 – Have fun and enjoy the beach – this appeals to readers because this is what they want to do

P2 – However, you should enjoy yourself in a safe way (we can see this change when "but" is used)

Approved and reliable, makes beach users know that they are safe if they follow all these instructions told in the leaflet.

The pool

image is

one

can

The three sections are

clearly labelled so that i

is easy for readers to

see which information

applies to them

grasp

we

all

KNOW YOUR FLAGS



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small

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to

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it easier for the

visualize it and

maybe be more

aware of it when

they are on the

description of the

easy

makes

task

reader

beach.

The

flags

and

simple

follow

RED AND YELLOW FLAGS

These show the lifeguarded area, the safest place to swim, bodyboard and use inflatables



"You" and "your" helps include the reader while the bullet points make the instructions simpler and easier to follow and remember.

BLACK AND WHITE CHEQUERED FLAGS

For surfboards, kayaks and other non-powered craft. Never swim or bodyboard here.



Jargon (specific to the audience) but it is simple enough for us to also understand what they mean.

ORANGE WII

Shows offshore winds so never use an inflatable when the sock is flying.



High modality command terms – these imperatives give clear orders about what should be done at the beach

Danger! Never go in the water when the red flag is up, under any circumstances.

If you see anyone else in trouble, alert the lifeguards or call 999 or 112 and ask for the Coastguard.



SWIMMING, the less than the le

Swir/ming is one of the best all-round activities you can do, but the sea is very different from being in a pool – even small waves can take you by surprise and disorient are you.

Surfing and bodyboarding are the most fantastic fun, but arevery demanding, so you need to be a good swimmer. Experience of swimming at surf beaches is a great start, as it will help you develop an understanding of the behaviour of waves.

If you're new to the sport, we suggest you wet some proper training from an approved British Surf Association school. Visit britsarf.co.uk for further information.

ALL BOARDERS

Alwaysı

- follow the advice of the lifeguards
- check your board for damage before use
 wear your leash
- stay with your board and shout for help if

Neven

- p go alone
- ditch your board as it will keep you afloat

SURFBOARDERS ONLY

Always:

surf between the black and white flags (if present)

Never:

- surf between the red and yellow flags
- never drop in on another surfer

30DY30ARDERS ONLY

Always:

- bodyboard between the red and yellow flags
- wear short fins

If you get into difficulties, stick up your hand and shout for help – but never abandon your board.



Symbols are big and boldvery eye catchy which automatically makes the reader look down to the bottom of the page where there is often key information such as a phone number or survival tip

Blue box helps to make message stand out and is repeating the instructions to show how important they are. If the reader remembers only the phone number and the fact that the should call for help, not try to help, then the leaflet will have achieved its purpose

Clear, big, bold title; we know that we are now focusing only on the RNLI

Factual detail which shows how serious they take their job and how donating to them is a good cause

THE RNL

Fore grounded that they want money to be donated

The Royal National Lifeboat Institution is the charity that saves lives at sea.

LIFEBOATS AND LIFEGUARDS

We operate over 230 lifeboat stations in the UK and Rol and have over 330 lifeboats in service, 24 hours a day, 365 days a year. Since the RNLI was founded in 1824, our volunteer lifeboat crews have saved more than 137,000 lives – rescuing around 8,000 people every year.

Our seasonal lifeguard service now operates on more

than 100 beaches in the UK. It responds to more than 9,000 ncidents a year and is planned to double its coverage

by 2010.

Simple structure-Title and then information which makes it easy to

follow

FUNDED BY YOU

As a charity, the RNLI relies on voluntary financial support including legacies, which help fund 6 out of 10 launches. With more people using our beaches and seas, the demand on our services is greater than ever and our running costs average over £335,000 a day.

LIFESAVING ADVICE AND INFORMATION

A range of free resources and practical advice is available to promote sea, beach and commercial fishing safety and to support primary and secondary school teachers. For further information call 0800 643210 or visit rnli.org.uk.

ORDINARY PEOPLE, EXTRAORDINARY ACTS

People from all wal sea. Thousands of v committee member and commitment. specialist staff.

Training is vital Every year the RNL at The Lifeboat Coll

Rhetorical question – the finalpage more obviously persuasive than the earlier pages. Hence the use of a number of rhetorical devices

Background photo to indicate the safety brought to beaches by the RNLI.

Blue background could represent the sea while earlier colours such yellow may represent the sun and sand

Impressive statistics show how important they are for beach safety

BEACHES NEED LIFEGUARDS

Our lifeguards work with lifeboat crews to provid a seamless rescue service from the beach to the

When someone is drowning in the surf second unt, so we need expert lifesavers on the beach

ready to act. As much as 95% of our lifeguards' work is preventative - that is, they look out for potential problems before they develop into something vorse, and give proactive advice and information

to beachgoers.
The RNLI aims to continue expanding its
lifeguard service across the whole country—Lit will
can't achieve this without support from the public.
Every year it costs at least £450 to equip and

E900 to train each lifeguard - will you help us meet

Phone 0800 543210 or go to rnli.org.uk to donate now and help save lives at sea. Thank you Whether we're rescuing an offshore fisherman or a child swept out to sea, the RNLI exists to save

IFEGUARDS

Capital letters to

capture attention

The powerful diction that suggests he łifeguards essential encouraging us to donate

Someone being rescued -

focused on their purpose of

saving lives

Importance of having lifeguards

Contrast emphasized by pause, it is subtly trying to persuade us to donate.

Simple clear instructions

Strong final ending, makes it clear that the RNLI is dedicated to saving lives and is a worthy charity support

Slogan: bold and big. By having the "life" in a different colour makes it stand out from the background and shows how this is their number one aim and the squiggle under "first" shows how this is their number importance.