

9. Uses a witness's story to show extreme measures taken and to promote a dietary response as one that can succeed.
10. Extent of problem shown with statistics.
11. Urgency reinforced with prediction from 'experts'.
12. It is unusual for a tabloid not to run photos with the main story. Why do you think the editors decided not to include photos? What does this reveal about the Herald Sun?

The Age article opposite was the main front-page story for 21 February 2008. It appeared alongside several other articles, including 'Dire new warning on climate' and 'TV betting gets green light', which were about climate change and the introduction of TV betting in Victoria, respectively.

### **Annotations: 'Cricket's million-dollar men'**

1. 'Million-dollar men' captures attention through alliteration and allusion to the popular TV show, 'The Six Million Dollar Man'.
2. Photograph supports the headline; is larger than the article and summarises the issue at a glance; triumphant expressions on cricketers' faces suggest delight in their future payments.
3. Immediately identifies the issue for the sport – is the new competition saving the game or selling out, i.e. money before sportsmanship?
4. The 'green of Lord's' is a simple appeal to the dignity of tradition compared with the extremes and brashness of new Indian money.
5. Extreme language, dramatising the issue.
6. Unflattering reference to the Twenty20 competition which will 'pit' players against each other.
7. Suggests the issue is of international significance.
8. 'Commercialisation' has negative associations; suggests that money is being prioritised over the game.
9. Cricketers being auctioned (as if they are commodities) eclipses the power of the game itself – signals a definite shift in values. Note the hyperbole of the sequence of adjectives: 'riveting', 'absorbing', 'exciting', 'amazing'.
10. Characterises (or criticises?) the auction as about glamour, celebrity status and conspicuous displays of wealth.
11. Do you think this article presents an unbiased account of the new Twenty20 competition in India?

See C3 in the colour insert pages for a full-colour version of the image. How effective is colour in drawing attention to this article and to the front page of the paper?