

4.2.6 Credibility of the composer (Std, ES and EAL/D)

Handbook extract

The following extract is from the [NSW Government Advertising Handbook](#) outlining the general principles for developing advertising campaigns.

The following standards and principles must be observed by NSW Government agencies when planning, developing and managing government advertising campaign activities:

- compliance with the Act (Government Advertising Act 2011) and any other relevant state and federal privacy, electoral, broadcasting and media laws throughout every stage of the development, production and implementation of the government advertising campaign
- accuracy in the presentation of all facts, statistics, comparisons and other arguments. All statements and claims included in government advertising campaigns must be able to be substantiated
- advertising is to be presented in an objective, fair and accessible manner
- advertisements that are part of a government advertising campaign are to be clearly distinguishable from party political messages and, where necessary, include authorisation tags in accordance with the Broadcasting Services Act 1992 (Cth)
- sensitivity to cultural needs and issues when communicating with people from diverse ethnic or religious backgrounds
- the maintenance of the highest standards of decency and good taste in the portrayal of gender and sexuality
- awareness of the communication requirements for people with a disability
- compliance with all relevant NSW Government procurement policies
- government advertising campaigns are produced and disseminated by the most appropriate and environmentally responsible means taking into consideration the size and location of the target audience
- the audience should have a convenient means of contacting the originating government agency so that complaints, questions, comments or requests for further information may be dealt with promptly.

NSW Government Advertising Handbook August 2014, p.5

Highlight sections of the guidelines designed to show people that the government's messages are trustworthy. Note elements of style that contribute to the credibility of the composer. Using these ideas, write a paragraph explaining how a speaker can make him or herself credible to an audience.



Choose a poster

How does the NSW government use visual and verbal language to represent itself as trustworthy to the people of NSW?



CRUISE CONTROL

Credibility of the composer