



Beauty is everywhere. We all deserve to see it.

The landscapes of the world are as varied as they are beautiful. Yet millions of people in developing countries never see them, their eyesight eroded by blindness – a condition that, for many, is actually treatable and often preventable. This is the calling of Operation Eyesight. We're a Canadian non-profit organization working since 1963 to support the local efforts of doctors, educators and others in places like South Asia and Africa. Our work is bearing fruit. Outreach clinics are curbing the spread of eye disease in remote villages. Eye surgeons are restoring vision to those who could otherwise not afford it. And more people are able to behold the richness of their lives. Share our vision. Contact us to learn more.

1-800-585-8265

| www.operationeyesight.ca



OPERATION EYESIGHT™
UNIVERSAL

For All The World To See

Read the **Operation Eyesight** media text. Answer questions 1 to 9.

Multiple Choice (Select the best or most correct answer)

1. What action does this media text prompt the reader to take?
 - a make a donation
 - b promote the organization
 - c seek more information
 - d volunteer to help

2. Which one of the following best explains the meaning of “calling” as used in “This is the calling of Operation Eyesight”?
 - a business
 - b duty
 - c invitation
 - d mission

3. Which one of the following best describes how the authors of this media text intend the reader to feel?
 - a angry
 - b contented
 - c fortunate
 - d guilty

4. Aside from “operation” referring to a medical procedure, which one of the following is the other meaning of “operation” in Operation Eyesight?
 - a a commercial development
 - b a profit-making effort
 - c an environmental initiative
 - d an organized campaign

Short Answer (Write your responses to the following questions on the lines provided.)

5. Note the sentence “Beauty is everywhere.” Explain one way in which the idea of “everywhere” is reinforced by the visual image.

6. The image of the tree links the four photographs. Explain how one other design element unifies the four photographs into one visual image.

7. Give one example from the text that supports the statement that “Our work is bearing fruit.”

8. The authors of this media text could have written “Everyone deserves to see it.” What is gained by their actual wording: “We all deserve to see it”?

9. By stating that Operation Eyesight was founded in 1963, what do the authors of this media text intend to suggest to the readers?

Read the **Operation Eyesight** media text. Answer questions 1 to 9.

Multiple Choice (Select the best or most correct answer)

1. What action does this media text prompt the reader to take?
 - a make a donation
 - b promote the organization
 - ✓ **c seek more information**
 - d volunteer to help

2. Which one of the following best explains the meaning of “calling” as used in “This is the calling of Operation Eyesight”?
 - a business
 - b duty
 - c invitation
 - ✓ **d mission**

3. Which one of the following best describes how the authors of this media text intend the reader to feel?
 - a angry
 - b contented
 - ✓ **c fortunate**
 - d guilty

4. Aside from “operation” referring to a medical procedure, which one of the following is the other meaning of “operation” in Operation Eyesight?
 - a a commercial development
 - b a profit-making effort
 - c an environmental initiative
 - ✓ **d an organized campaign**

Short Answer (Write your responses to the following questions on the lines provided.)

5. Note the sentence “Beauty is everywhere.” Explain one way in which the idea of “everywhere” is reinforced by the visual image.

Answers such as:

- **The visual image represents/splices together four very different regions/climates/terrains.**
- **All four panels include the universal presence of the sky.**

6. The image of the tree links the four photographs. Explain how one other design element unifies the four photographs into one visual image.

EITHER

- **The horizon line rises unbroken across the four panels.**

OR

- **In all four photographs the sky is a brilliant blue with traces of cloud.**

7. Give one example from the text that supports the statement that “Our work is bearing fruit.”

Reference must be made to one of the following:

- **Outreach clinics are curbing the spread of eye disease in remote villages.**
- **Eye surgeons are restoring vision to those who could otherwise not afford it.**
- **More people are able to behold the richness of their lives.**

-
8. The authors of this media text could have written “Everyone deserves to see it.” What is gained by their actual wording: “We all deserve to see it”?

Answers must show an understanding that the use of “we all” includes the reader.

9. By stating that Operation Eyesight was founded in 1963, what do the authors of this media text intend to suggest to the readers?

Answers must show an understanding of one of the following:

- **Operation Eyesight has acquired expertise.**
- **Operation Eyesight is reputable.**
- **Operation Eyesight is stable.**

Note: To state that the organization has existed for a long time is not an acceptable answer.