

HYBRID TEXT EXAMPLE

Hybrid texts incorporate elements of multiple text types. This advertisement includes elements of all three text types. Take a look at how the text follows each of the writing graphs.

Narrative Story Graph

'Stop Dreaming about New Zealand and Go'
by Tourism New Zealand

<https://youtu.be/MqJbmAMngTE>

Sizzling Start

Starts with dialogue at a moment of change: A man is woken in the middle of the night by a Māori man popping up next to him and whispering 'Kia Ora!'

Backfill

The sleeping man is Australian and he's been dreaming of going to New Zealand. The other man has appeared in the dream to take him there.

Pebble (Small problem)

They fall through the sky and land in a fancy restaurant. The Aussie man is weirded out because everyone looks like him.

Rock (Medium problem)

Suddenly they're cycling through a beautiful vineyard on a tandem bike, then tearing along a river in a jet boat.

Exciting Ending

(Action climax)

The dream guide gives a clap and switches day to night; the sky is filled with stars. The Aussie's dream beard has disappeared. He doesn't want it to be over!

Character Wrap-up

(Emotional resolution)
As the guide walks away, he reminds the Aussie that the dream doesn't have to end – he can come and see New Zealand for himself.

Boulder (Main tension scene)

Now they're relaxing in an outdoor hot tub with mountain views. The Aussie is startled by a gigantic kiwi. It's just a dream kiwi – but don't look it in the eyes!

Gradual build-up of tension

Interest level

Persuasive Writing Graph

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Sizzling Start (Introduction)
Starts with dialogue at a moment of change: A man is woken in the middle of the night by a Māori man popping up next to him and whispering ‘Kia Ora!’ He’s a dream guide who has come to take the man to New Zealand.



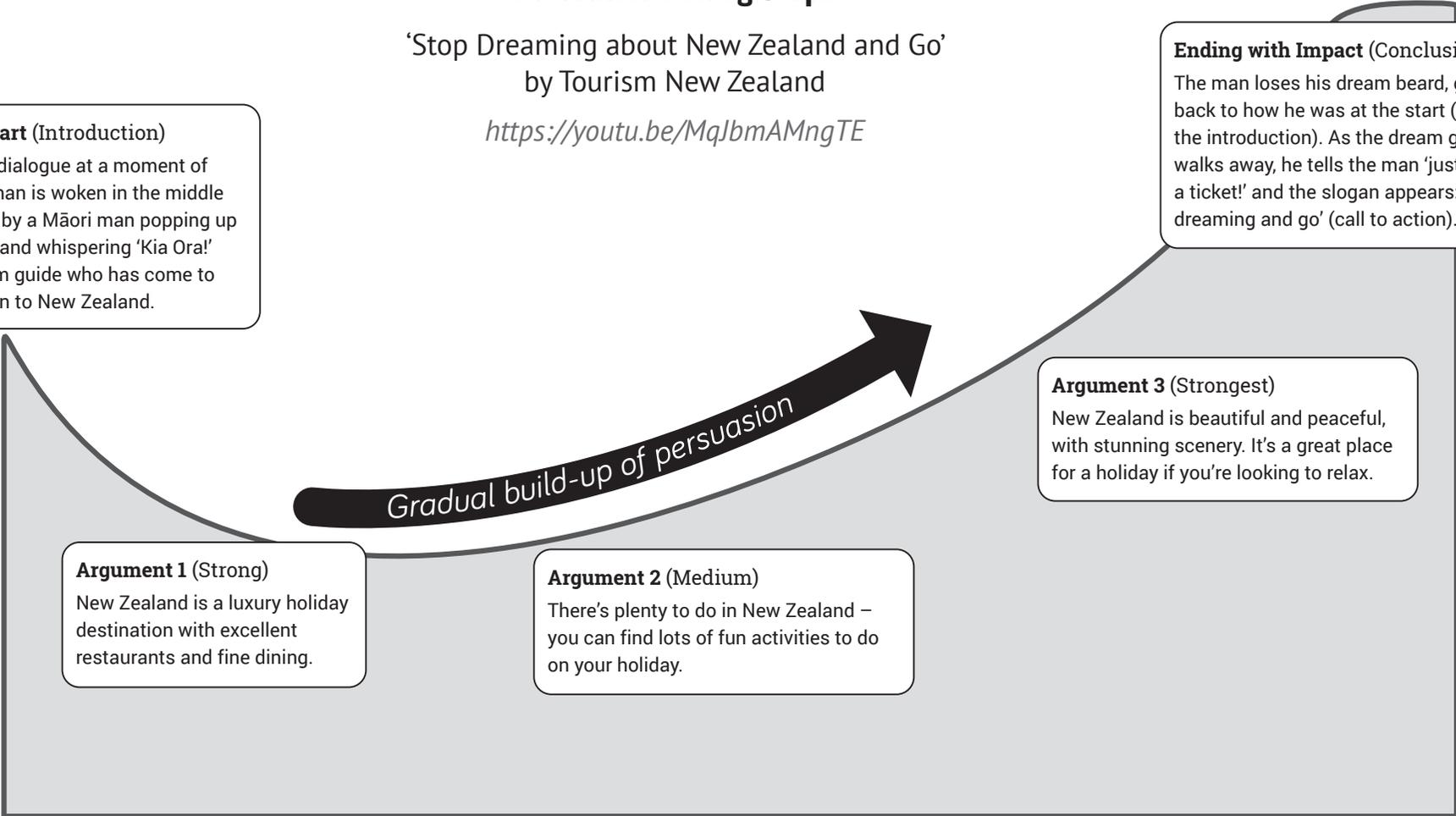
Argument 1 (Strong)
New Zealand is a luxury holiday destination with excellent restaurants and fine dining.

Argument 2 (Medium)
There’s plenty to do in New Zealand – you can find lots of fun activities to do on your holiday.



Argument 3 (Strongest)
New Zealand is beautiful and peaceful, with stunning scenery. It’s a great place for a holiday if you’re looking to relax.

Ending with Impact (Conclusion)
The man loses his dream beard, going back to how he was at the start (link to the introduction). As the dream guide walks away, he tells the man ‘just book a ticket!’ and the slogan appears: ‘Stop dreaming and go’ (call to action).



Informative Writing Graph

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by Tourism New Zealand

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Sizzling Start

Starts with dialogue at a moment of change:
A man is woken in the middle of the night
by a Māori man popping up next to him and
whispering ‘Kia Ora!’



Fact Section 1 (Strong interest)

New Zealand has excellent restaurants
and fine dining.



Fact Section 2 (Medium interest)

There are lots of fun activities to do in
New Zealand, from leisurely bike rides
to adrenaline-filled jet boat rides.

Ending with Impact

A holiday in New Zealand feels like being
in a dream – and you can visit any time to
experience the dream for yourself!

Fact Section 3 (Strongest interest)

New Zealand is a peaceful and beautiful
place – you can relax in a hot tub gazing
at the mountains or at the stars in the
breathtaking night sky.