

# 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/MqIbmAMngTE>

### 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!

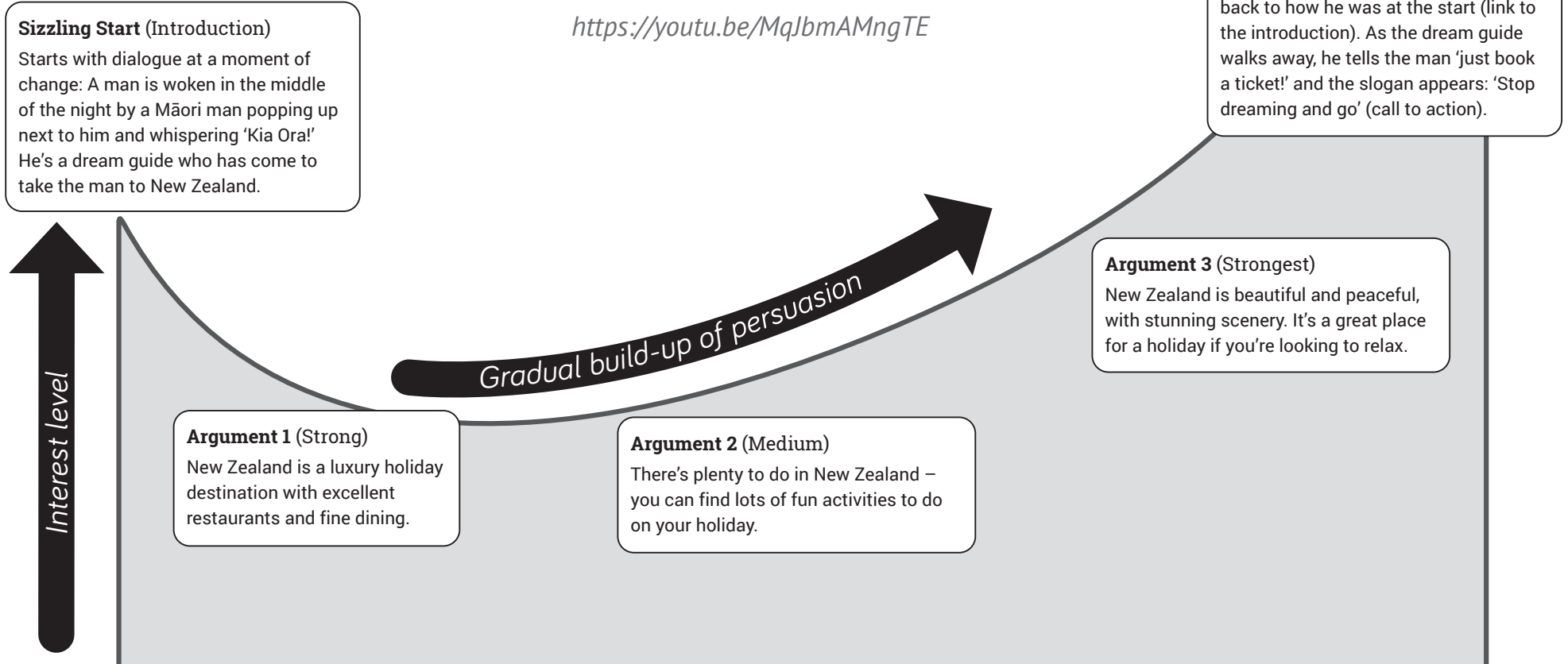
Gradual build-up of tension

Interest level

## Persuasive Writing Graph

‘Stop Dreaming about New Zealand and Go’  
by Tourism New Zealand

<https://youtu.be/MqIbmAMngTE>



## Informative Writing 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!’

### 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!

*Progression of information*

### 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.

### 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.

Interest level