

inter-act online advanced



Term 4 – Module 5

skill

Advertising - To create a television advertisement using persuasive language aimed at a specific audience.

warm up

Starting line - **You'll never believe what I just saw advertised!**

Students to continue improvising for 20 seconds. Spotlight students after all performing together.

speech

1. Breathing

Let's shake off the day and clear our minds. Stand up tall, shoulders back, legs shoulder-width apart. Take a deep breath in, on the exhale let out a loud **"AH"** sound. REPEAT X 3.

2. Projection

To overcome the common problem of FADING TONE, deliver the line below. Pay special attention to the pitch, quality and strength of your voice, ensuring it's the same throughout.

Snag a bargain at GADGETS GALORE! Your one stop-shop for all things gadget!

creating a television commercial

ADVERTISING

For advertising to be effective, the creators must take in to account several factors:

- The target audience (families, women, men, children, retirees etc).
- Immediate engagement of the target audience – otherwise they will make a snack, go to the toilet, channel surf etc.
- The appeal of a catchy jingle and/or slogan which can stick with people for many years. E.g. the Aeroplane Jelly and Vegemite jingles and the slogan "The burgers are better at ..."
- The choice of appropriate persuasive words which will appeal to people's desires, self-worth, image and insecurities. E.g. **Successful** people drive (particular car), **Image** conscious people wear (particular brand), **Trendy** people drink (particular brand) and so on.



- In small groups of 3-5, use the following outline as a basis, and create your own ad for television bearing in mind the points discussed.
- Your brief is to appeal to holiday makers who are desperate to get away but can't travel outside their state. You need to give them great reasons to holiday in a particular city/town/region.

Script Outline

..... IS A PLACE WHERE

WE HAVE BOTH.....AND.....

..... LOVE TO ENJOY THE

THERE ARE SO MANY..... AS WELL AS

THEATRES, RESTAURANTS, AND SO MUCH MORE!

IF YOU LOVE TO EXPLORE

..... BEAUTIFUL AND UNPOLLUTED

IDEAL FOR

WELL,

.....

TAGLINE/SLOGAN/JINGLE

theatre game

20-30 Second Challenge



Teacher to nominate the topic for each student e.g. wax lyrical about your: gorgeous suburb, beautiful street, holiday house, fabulous school, favourite singer, favourite movie, wonderful sibling, perfect pet, glorious garden, bright bedroom, latest model phone, lovely local shops, pretty park, private beach, trendy teacher, luxury car, recent overseas holiday etc.

extension activity (optional):

Adapt your advertisement for use in a print ad.