



## Boorowa Central School Stage 5 English

<b>Unit Title:</b>	The Art of Persuasion
<b>Text:</b>	Multimedia
<b>Task Number:</b>	1
<b>Task:</b>	Multimodal and Reflection
<b>Language Modes:</b>	Reading and Writing
<b>Weighting:</b>	25%
<b>Graded:</b>	A-E
<b>Outcomes:</b>	* EN5-2A effectively uses and critically assesses a wide range of processes, skills, strategies and knowledge * EN5-4B effectively transfers knowledge, skills and understanding of language concepts into new and different contexts * EN5-5-6D investigates the relationships between and among texts * EN5-8D questions, challenges and evaluates cultural assumptions in texts and their effects on meaning
<b>Due date:</b>	Wednesday 11th March, Term 1, Week 7, 2020

In this unit, you have been examining a variety of persuasive techniques used in spoken texts and print and digital forms. Your task is to **create an advertisement** which clearly demonstrates that you have an *understanding of how texts can persuade effectively*. You may choose to work **individually** or in a **small group**.

You may select an appropriate product or cause agreeable to your teacher for the purpose of creating your advertisement. You will then choose either the **INDIVIDUAL** or **GROUP** task and complete the reflection component.

### Individual Task

You are to **design a print advertisement** suitable for inclusion in a **magazine or on a billboard**. Alternatively, it could be a static advertisement which could be used in digital media or social media. It should demonstrate the following:

- strong visual appeal- consider your choices of colour and layout
- product placement
- at least three specific persuasive techniques such as: repetition, hyperbole, metaphor, simile etc.
- slogan- this may or may not include persuasive techniques already used
- a clear understanding of the target audience

You could use a Publishing program such as Word, Google Docs, Publisher.

Your completed advertisement should be printed in colour and on A4 paper. If you wish your teacher to organise this, you will need to submit a digital copy on the due date. You must ensure that your work, if emailed or submitted on a USB is compatible with DET software.

## Group Task

You are to create a television advertisement of 30-40 seconds in length. It should demonstrate the following:

- strong visual appeal- consider your choices of colour and framing
- product placement
- at least three specific persuasive techniques such as: repetition, hyperbole, metaphor, simile etc.
- evidence of AIDA theory: Attention, Interest, Desire, Action
- jingle- this may or may not include persuasive techniques already used- and must have appropriate music
- a clear understanding of the target audience

There will be **no more than three students** per group and you should make every effort for each member of the group to be familiar with the editing software your group chooses to use. eg iMovie, Prezi.

Your completed advertisement must be on software which is compatible with DET software.

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Individually, you will be required to reflect on the processes involved in your learning. You must keep a learning journal in which you reflect on the following:

- what was involved when deciding on the product
- any research you conducted and how it influenced your choices of elements used in the advertisement
- drafting, editing- how did you decide which form of the advertisement had the most appeal? What did you do about this?
- what were the successes?
- what were the problems and how did you overcome them?

**Your completed reflection should be around 200 words in length and submitted at the same time as the completed advertisement.**

**Assessment tasks NOT submitted on the due date at the beginning of the lesson will not be awarded any marks, in line with Boorowa Central School's Year 10 Assessment Policy and Procedures document.**

Marking Criteria: Advertisement	Grade
<ul style="list-style-type: none"> <li>● Effectively uses 3 or more persuasive techniques</li> <li>● Advertisement has an effective slogan or jingle which is original</li> <li>● Effective use of colour, framing and/or music where appropriate</li> <li>● Has a clear understanding of target audience which is sustained throughout</li> <li>● Sustained reflection which has effective structure and form</li> </ul>	<b>A</b>
<ul style="list-style-type: none"> <li>● Competent use of three persuasive techniques</li> <li>● Advertisement has an adequate slogan or jingle</li> <li>● Competent use of colour, framing and/or music where appropriate</li> <li>● Has a clear understanding of target</li> <li>● Sustained reflection which has adequate structure and form</li> </ul>	<b>B</b>
<ul style="list-style-type: none"> <li>● Uses 2 persuasive techniques which may not be effective</li> <li>● Advertisement has a slogan or jingle which may be clichéd, but is still original</li> <li>● Colour, framing and/or music are used, but may be ineffective</li> <li>● Target audience is obvious, but is not sustained</li> <li>● Reflection may not reach word count and structure is inconsistent</li> </ul>	<b>C</b>
<ul style="list-style-type: none"> <li>● Some attempt to use persuasive techniques which may not be successful</li> <li>● Some attempt to include a jingle or slogan which may not be successful</li> <li>● Inconsistent use of colour, framing and/or music</li> <li>● Shows little evidence of understanding the target audience</li> <li>● Reflection may be limited and poorly structured</li> </ul>	<b>D</b>
<ul style="list-style-type: none"> <li>● Little or no attempt to use persuasive techniques</li> <li>● Little or no attempt to include a slogan or jingle</li> <li>● Poor use of colour, framing and/or music</li> <li>● Shows no understanding of target audience</li> <li>● reflection shows no cohesion, structure or form</li> </ul>	<b>E</b>