



Language in advertising

This booklet is designed to help teachers make overall, on-balance judgments by providing examples of student responses. The responses are not an exhaustive set.

C samples

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C sample: Response 1

Guide to making judgments — Year 9 English

Student

Purpose: To demonstrate how well you can use language to influence different audiences.

Knowledge and understanding Appreciating texts	Knowledge and understanding Constructing texts	Reflecting	Constructing texts
Explains how advertising features are used to influence the target audience. Q 1–4	Combines texts and visuals in an advertisement that suits the school's environment. Q 5	Explains how the advertisement will persuade students to care for their school environment. Q 6	Controls language choices and textual features (punctuation, vocabulary, grammar, punctuation, spelling) in a justification. Q 6
<ul style="list-style-type: none"> Valid and insightful explanations of features used to influence the target audience. Relevant interpretations and explanations of text and images. Connects images and text to messages in the advertisement. 	<ul style="list-style-type: none"> Texts and visuals connect emotively with an environmental issue for students in the school. Text and visuals connect in an environmental message for students in the school. Text and visuals convey an environmental message that is relevant to the school. Text and/or visuals have a generic environmental message. 	<ul style="list-style-type: none"> Identifies key elements of the advertisement in well-developed arguments with a convincing conclusion. Identifies elements in the advertisement that will persuade the students, using supported arguments and a conclusion. Identifies elements in the advertisement that will persuade the students, using arguments. 	<ul style="list-style-type: none"> Precise use of arguments; accurate and controlled use of grammar, punctuation and spelling; cohesive in structure. Effective selection of language to influence the audience; control of grammar, punctuation and spelling; controlled structure. Appropriate use of language; control of grammar, punctuation and spelling; structure is evident.

Knowledge and understanding Appreciating texts

Relevant interpretations given for the use of images in the advertisement. Some insight shown in the explanation of the deliberate use of colour to "represent a fresh, healthy environment". Explanations about the suggested target audience and choice of words needed greater clarity and detail.

Knowledge and understanding Constructing texts

Generic message about the environment conveyed in the advertisement. Texts and visuals suggested action that can be taken to care for the environment during Environmental Week however these did not clearly connect in a message for students in the school.

Reflecting

Described some techniques used in the advertisement to persuade the audience. Arguments needed further development. Conclusion stated why the advertisement will motivate students.

Constructing texts

Language choices were simple and appropriate. Controlled use of grammar and spelling. Some lapses in sentence structure.

Overall grade

Overall this response demonstrates a sound level of understanding and application of how to make language choices and use textual features to construct texts to influence different audiences. On balance, this response is judged to be an overall C.

C sample: Response 1

Appreciating an advertisement

The advertisement below relates to the environment. Study it carefully and respond to the questions that follow.



Adapted from image: Altamont Pass, a Creative Commons Attribution 2.0 Generic licensed photo from Kevin's Flickr stream, <www.flickr.com/photos/kevincalling/1143939642> accessed 18 Nov 2009

1. The images of the wind turbines have been overlaid with power sockets in this advertisement. Suggest a reason for this.

...This advertisement is showing us that wind
 ...turbines are an environmentally friendly source of
 ...electricity.
 ...We can 'plug' into power sockets that are charged
 ...by wind turbines and we will be helping the
 ...environment.

C sample: Response 1

2. The colours in the advertisement have been used deliberately. Explain their contribution to communicating the overall message.

... This image shows a bright blue sky behind healthy green fields. This represents a fresh, healthy environment all because wind turbines are a greener source of power.

3. Suggest a target audience for this advertisement. Explain your reasoning in relation to the advertising techniques used.

I think this advertisement is aimed at young people like teenagers because it is a bright image that clearly gets the message across to people. People promoting this advertisement would want young people seeing it so that we can do something to improve our environment.

4. Explain how the choice of words used in the advertisement influences the target audience.

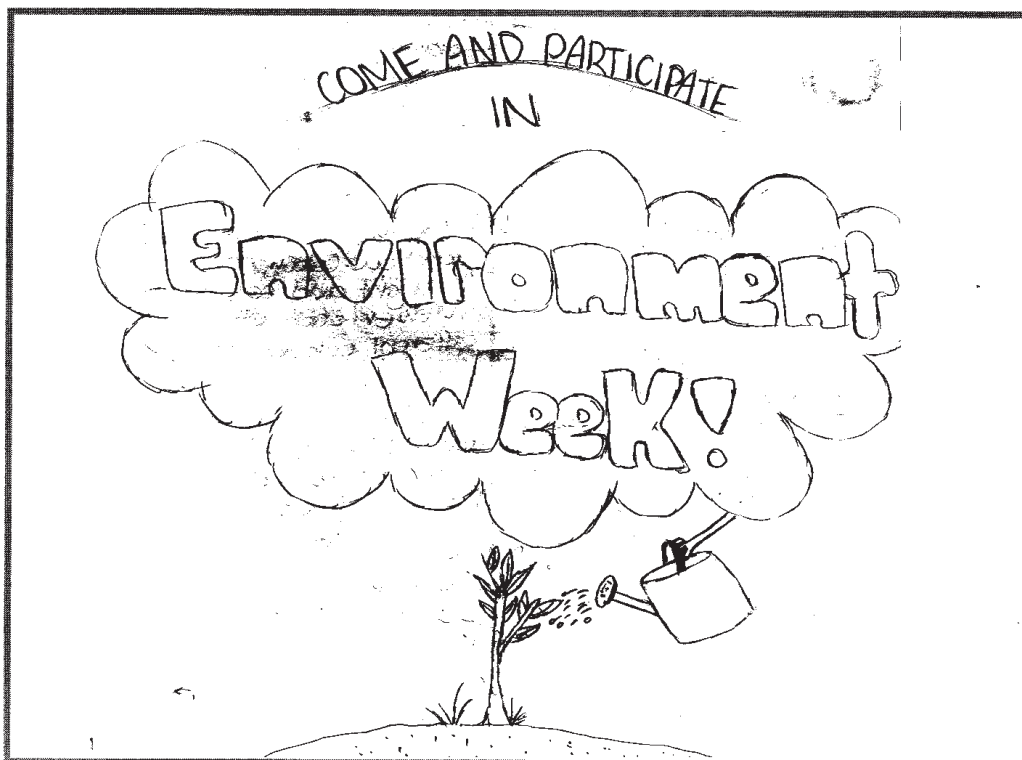
The words will make people think that they have the 'power' to choose wind.

C sample: Response 1

5. Prepare to draft your advertisement. Consider using the following advertising features: colour, word choice, font size and colour, persuasive techniques, photographs or illustrations.

How will you use text to get your message across?	Smaller words in a block colour to stand out from the sky. The words will build up to the big message. The letters in the words are in rainbow colours so that it is bright and catches the viewer. Each letter has a different colour.
How will you use visuals to get your message across?	A big bright blue background for the clear sky. A small tree growing out of the brown dirt. The leaves are bright green. It is to show that a little bit of help can make a difference. It looks healthy. A yellow watering can so that it stands out and it is a happy colour. The water is giving life to the tree.

In the box below, draft your advertisement using text and visuals to persuade students to take action to care for our school environment.



C sample: Response 1

Reflecting on your advertisement

6. Explain how your draft advertisement will persuade your school community to care for its environment. The principal will use this explanation to judge the effectiveness of your advertisement.

Remember to:

- identify the features you used to persuade your audience
- justify why you have chosen these
- write a conclusion stating why your advertisement should win the competition
- write about 250 words.

My poster is advertising Environment Week. The words "Environment Week" are in big, colourful letters, in the centre of the poster so that it stands out. It catches the viewer's eye and leaves them wanting to know more about it. The smaller words above are stating to the viewer that they should do their part for the environment by participating in the Environment Week. The smaller words build up to the big message in the middle.

I have chosen to use bright, natural colours to represent a healthy and clean environment. Posters with a lot of colour are noticed more to attract people. My poster is simple, but effective. The background colour is light blue to show a clean sky and let people focus on the important message. The cloud behind the words also help make the message stand out.

C sample: Response 1

Get your message across!

- Use correct spelling, punctuation and grammar.
- Write in well-structured paragraphs.

because it is a lighter colour from the sky. The little tree has bright green leaves to show that is alive and healthy. This promotes taking action to care for the environment.

The baby plant at the bottom of the page represents a better, cleaner future for our environment. It is saying that just a little bit of help from everybody will make a difference. The hand that is watering the tree is giving it life and a chance for the future. It says that everybody can make a healthier environment.

I think my advertisement will motivate our school community to care for the environment. It is bright and eye catching and it suggests to people that they should participate in 'Environment Week', it's a clear message that I think will get across to people.

C sample: Response 2

Overall grade

Overall this response demonstrates a sound level of understanding and application of how and language to make language choices and use textual features to construct texts to influence different audiences. On balance, this response is judged to be an overall C.

Guide to making judgments — Year 9 English

Student

Purpose: To demonstrate how well you can use language to influence different audiences.

Knowledge and understanding Appreciating texts	Knowledge and understanding Constructing texts	Reflecting	Constructing texts
Q 1–4 Explains how advertising features are used to influence the target audience.	Q 5 Combines texts and visuals in an advertisement that suits the school's environment.	Q 6 Explains how the advertisement will persuade students to care for their school environment.	Q 6 Controls language choices and textual features (punctuation, vocabulary, grammar, punctuation, spelling) in a justification.
<p>Valid and insightful explanations of features used to influence the target audience.</p> <p>Relevant interpretations and explanations of text and images.</p> <p>Connects images and text to messages in the advertisement.</p>	<p>Texts and visuals connect emotively with an environmental issue for students in the school.</p> <p>Text and visuals connect in an environmental message for students in the school.</p> <p>Text and visuals convey an environmental message that is relevant to the school.</p> <p>Text and/or visuals have a generic environmental message.</p>	<p>Identifies key elements of the advertisement in well-developed arguments with a convincing conclusion.</p> <p>Identifies elements in the advertisement that will persuade the students, using supported arguments and a conclusion.</p> <p>Identifies elements in the advertisement that will persuade the students, using arguments.</p>	<p>Precise use of arguments; accurate and controlled use of grammar, punctuation and spelling; cohesive in structure.</p> <p>Effective selection of language to influence the audience; control of grammar, punctuation and spelling; controlled structure.</p> <p>Appropriate use of language; control of grammar, punctuation and spelling; structure is evident.</p>

Knowledge and understanding Appreciating texts

Connections were made from images, colours and words to the messages in the advertisement, but explanations needed to be clearer. Relevant explanation given for the choice of target audience.

Knowledge and understanding Constructing texts

Texts and visuals conveyed an environmental message relevant to the school.

Reflecting

Explanation identified some elements of the advertisement that will persuade students however arguments were basic and repetitive.

Constructing texts

Language choices were appropriate but the selection became repetitive, for example the overuse of "recycling" and "recycle". Controlled use of grammar, punctuation and spelling demonstrated. Simple structure was evident however the conclusion does not adequately support the justification.

C sample: Response 2

Appreciating an advertisement

The advertisement below relates to the environment. Study it carefully and respond to the questions that follow.



Adapted from image: Allamont Pass, a Creative Commons Attribution 2.0 Generic licensed photo from Kevin's Flickr stream, <www.flickr.com/photos/kevincollins/114393964>, accessed 18 May 2009.

1. The images of the wind turbines have been overlaid with power sockets in this advertisement. Suggest a reason for this.

A reason why they are overlaid with power sockets is to demonstrate how wind turbines provide power and this power could be used effectively to save energy, so instead of using normal electricity, use wind turbines and let them give you the power. It would help create a greener environment, which explains why the sky is so clean and blue and why the grass is so healthy and green.

C sample: Response 2

2. The colours in the advertisement have been used deliberately. Explain their contribution to communicating the overall message.

The colours are contributing to demonstrating the overall message as they are peaceful and direct the eye to the windmill as the main focus point. The green field and bright blue sky shows a healthy environment from the wind.

3. Suggest a target audience for this advertisement. Explain your reasoning in relation to the advertising techniques used.

The target audience would most likely be adults or house/business owners as they are the main contributor to using energy with the power socket. This advertisement would help show them/direct them into using wind turbines as their main power source.

4. Explain how the choice of words used in the advertisement influences the target audience.

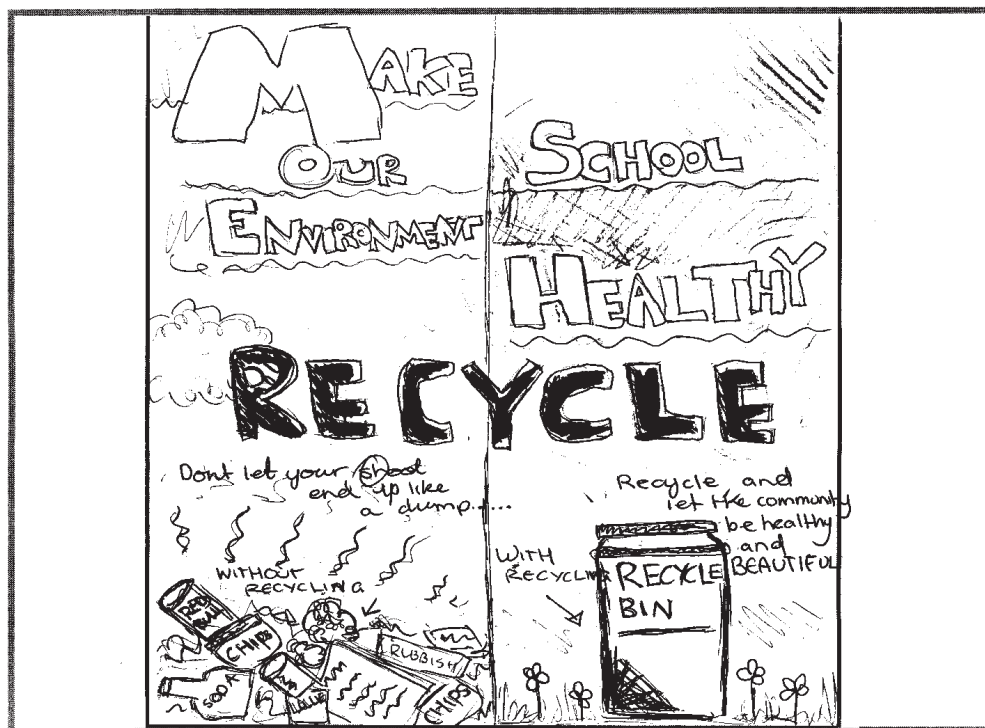
The words in the advertisement help direct the target audience into using wind turbines for their source of power.

C sample: Response 2

5. Prepare to draft your advertisement. Consider using the following advertising features: colour, word choice, font size and colour, persuasive techniques, photographs or illustrations.

<p>How will you use text to get your message across?</p>	<p>Writing simple enough for school children to understand Tell them what to do.</p>
<p>How will you use visuals to get your message across?</p>	<p>The rubbish shows what the school will look like if you don't recycle. The recycle bin shows that the school will look neat and tidy. Bright colours make that side look healthy, dark colours/dull look like a dump.</p>

In the box below, draft your advertisement using text and visuals to persuade students to take action to care for our school environment.



C sample: Response 2

Reflecting on your advertisement

6. Explain how your draft advertisement will persuade your school community to care for its environment. The principal will use this explanation to judge the effectiveness of your advertisement.

Remember to:

- identify the features you used to persuade your audience
- justify why you have chosen these
- write a conclusion stating why your advertisement should win the competition
- write about 250 words.

The advertisement will motivate the community of the school to care for its environment by recycling. It contrasts the disgusting way the school will end up if students don't care and with the beautiful, healthy way it will end up if recycling occurs.

It is clear and catches the eye with the bold writing and simple but good looking pictures that show students how the school might end up. The message is that if something isn't done soon, the school will be a horrible mess, a bit like a rubbish dump.

C sample: Response 2

Get your message across!

- Use correct spelling, punctuation and grammar.
- Write in well-structured paragraphs.

On the left side, the colours are dull, and the place is messy, dirty and show a ~~messy~~ school community that looks unhealthy. This is the side without any recycling to help the community. By contrast the right side shows a bright blue sky, healthy green grass and a picture of a recycling bin to show that the place is neat and tidy from being recycled, which has therefore made a cleaner environment.

The large, bold writing is there to stand out. It is an eye catching statement saying "Make our school environment healthy --- Recycle." It is a simple statement that all school children will understand. The pictures plainly explain themselves so the younger children wouldn't have trouble understanding recycling.

C sample: Response 2

This is why the advertisement is a successful way of getting the environment in the school healthier, ~~because~~ If all the school helps to recycle, then the school wouldn't be as much of a mess and it would be an easy way of helping the environment, as recycling ~~and then re-using~~ old rubbish means less pollution, and more resources for making new plastic by using the old recycled rubbish.

I therefore ~~conclude~~ the explanation as to ~~at~~ how the advertisement will help the school community become a healthier environment, and to persuade them to care for it.