ENGLISH

Lesson 3

Year 9

Topic: Representations in texts

Examining representations in a persuasive text

Today you will:

- understand language and visual features of a text that create representations.

Resources

Digital

Video — *Australia: Unlimited experiences, an unlimited future* (2:48)

Find and prepare

Sheet 10 — Comprehending *Australia: Unlimited experiences, an unlimited future*

Key terms

audience, culture, icon, noun group, representation, stereotype, symbol, visual features

For definitions and explanations of key terms, please see the Glossary.

Lesson

Review understanding of promotional videos

In previous lessons, you examined how language and visual features work to create representations in a variety of texts. This lesson will extend your understanding by looking at how language and visual features in promotional videos combine to persuade audiences of particular representations of Australia's peoples and cultures.

Television advertisements are good examples of promotional videos. They are multimodal texts designed to market a product to a target audience. The target audience will depend on the product being advertised.



1. Describe one of your favourite television advertisements. What is the product being advertised? Who is the target audience? (3-4 sentences)

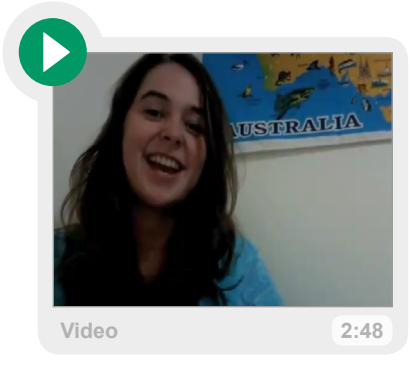
2. Describe the target audience for the following products and services that are marketed in television advertisements.

Product or service	Gender	Age (xx–xx)	Other details
sports car			
mascara			
coffee pods			
life insurance			
Dreamworld			
disposable nappies			

Comprehend a promotional video that creates representations

3. View the **Video — *Australia: Unlimited experiences, an unlimited future***[i].

   This promotional video was filmed in 2011 by an American exchange student studying in Sydney, Australia. It works to promote Australia as a great place to visit and conveys ideas about Australia's peoples, cultures and attractions.



4. Open **Sheet 10 —** Comprehending *Australia: Unlimited experiences, an unlimited future*. Refer to the video to answer the comprehension questions.

i. Meleen, Ashley 2011, Australia: Unlimited Experiences, An Unlimited Future (YouTube) http://www.youtube.com/watch?v=Xlu4NWq6-FM Used with permission Music: "Porch Swing Days" Kevin MacLeod (incompetech.com) CC BY 3.0 creativecommons.org/licenses/by/3.0

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Persuasive texts often rely on the interplay of multimodal elements (such as motion graphics, music, dialogue, sound effects, jingles, slogans and, sometimes, silence) to promote a perspective. These devices are designed to be memorable so that they leave an impression on the audience.

Examine language features that create representations

5. Look at the video and identify the noun groups that represent Australia's wildlife and attractions. Some examples have been provided for you.

Nouns and noun groups that represent Australia's:	
wildlife	**attractions**
giant birds	street festivals

6. What messages about Australia's wildlife and attractions are conveyed to the audience through the choice of nouns and noun groups? (1–2 sentences)

Examine visual features that create representations

7. Review the **Video — *Australia: Unlimited experiences, an unlimited future*** again to analyse visual features that create representations of Australia's peoples, cultures and attractions.
8. Identify symbols and icons that represent Australia's peoples, cultures and attractions. Some examples have been provided for you.

Symbols and icons that represent Australia's:		
peoples	**cultures**	**attractions**
students	education (international students)	isolated beaches
street performers	going to the beach	Sydney Opera House

Symbols and icons that represent Australia's:		
peoples	**cultures**	**attractions**

9. Consider the video's focus on educational study. How does this image broaden the representation of Australia and challenge stereotypes associated with Australian peoples and cultures? (1–2 sentences)

10. What do the images of cities, the Sydney Opera House, universities and political posters showcase about the changing nature of Australia's cultural landscape? (1–2 sentences)

11. How does the font and layout used in the opening segment of the video influence the audience and shape a personal perspective on Australian representations? (1–2 sentences)

In this lesson you have:

- examined the language, visual and multimodal elements of a video that influence an audience's interpretations about representations of Australia's peoples, cultures and attractions
- recognised that language and visual features are more powerful at communicating ideas when combined in text.

Australia: Unlimited experiences, an unlimited future was an entry in the Study in Australia 2011 video contest. Do you think this persuasive text is a worthy entry for this contest? Do you think it would successfully persuade overseas students to study in Australia? I reckon it makes the place look pretty interesting.



12. Comment on how the video communicates ideas about representations of Australia's peoples, cultures and attractions through the combination of language features, sound and images. (4–5 sentences)