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| Achievement Standard 91478  Respond critically to significant connections across texts, supported by evidence |
| Resource title: Advertisements |
| 4 credits |

Choosing your product or service:

* Look for a product or service that generates at least two 90 second adverts. The other two should not be less than 45 seconds if possible. This is to ensure your adverts contain some depth and range of techniques. Choose four different advertisements ie try to avoid two adverts that are variations for the same manufacturer.
* Look for a product or service that offers some ‘bite’ around an issue eg it is hard to think of any significance to attach to cleaning products – unless they are consistently using women as the target audience. Gender roles and treatment might give you something significant to comment upon – eg who is driving which kind of vehicle? There has been a proliferation of advertisements portraying men as incompetent – what is the logic behind that? What are the risks associated with celebrity endorsement? Mono or multi-cultural? Adverts for Lotto offer happiness and hope – but are based on a form of gambling. Trends in society such as our aging population and concern for the environment may offer some extra depth. Changes in time if you can find adverts that span a decade.
* Choose products or messages that are classroom appropriate eg don’t drink and drive is okay but promotion of alcohol is not.

Analysing your adverts

* Start by noting the key visual language features used in each advert.
* Look for two significant techniques that are common to all four advertisements
* Draft notes on the effects of these techniques while beginning to consider how they connect to a wider, over-arching aspect. This will form the basis of your overall connection topic eg The significance of music and editing in Wellington tourism advertisements.
* Check that you have notes on the purpose of the advert (go beyond just selling) and the target audience, and look to see how these connect with your emerging overall connection.