

## Stage 2 English Communications Communication Study

In this study you will explore the relationships between audience, purpose and form in a range of communication texts. You will experiment with various linguistic strategies to demonstrate your understanding of that relationship and what you have observed about the process of communication.

Tasks undertaken for this study should be based on either 2 or 3 of the following 6 categories of communication:

- ? *Mass-Media Communication*
- ? *Group Communication and Meeting Proceedings*
- ? *Personal Communication*
- ? *Business Communication*
- ? *Computer-mediated Communication*
- ? *Advertising*

### Part A: Comparison Of Two Examples (Mass-Media Communication)

For this part of the assignment you will need to choose a current event making headlines. It can be an accident, a political issue, an environmental issue – anything that is appearing in the front pages of the paper and also making the nightly news.

- (a) Briefly outline the news event you have chosen to study.
- (b) Choose **two** communication examples that give information about your event to the public. This can be a news broadcast on TV, a front page newspaper article, an editorial, a letter to the editor, an interview in a magazine, a political cartoon – the choice is entirely up to you. (*These examples must also be submitted with your assignment.*)
- (c) Your task now is to write a comparison of 500 – 1000 words on these two examples of communication. Your comparison should focus on the following characteristics:
  - ? **Form** – is it a magazine article, TV interview, newspaper article, political cartoon or what? What are the characteristics that define its form? Does it follow the typical conventions of its form or break them?
  - ? **Purpose** – what are the probable purposes behind the creation of this example? Remember there may well be more than one! How effective is it in achieving these probable purposes?
  - ? **Audience** – who is the probable audience? How can you tell? Is it wide-ranging or very specific?
  - ? **Social Context** - in what context did this communication example arise? How does its social context affect its style and content? How may a different social context have altered it?

Your discussion should centre on similarities as well as differences between the two examples.

**Required length: 500 – 1000 words**

<i>Criteria for Assessment</i>	<i>Well done</i>	<i>Partly done</i>	<i>Needs work</i>
Clarity in identifying the target audience and purpose of the two examples of communication.			
Clarity in comparing the characteristics of the chosen modes.			
Accuracy and fluency of expression in an appropriate form and register.			

**Comments:**

**Grade:** \_\_\_\_\_

### **Part B: Creation Of An Example (Advertising)**

Your next task is to actually create an example of a particular form of communication and reflect on the decisions you made in its creation. For this section we will look at creating your own advertisement for an imaginary product. Imagine you have been given the task of designing a full page advertisement for a specific product to feature in either *New Idea* or *PC User*.

When creating your example you need to make sufficient study of other examples of this type so that you feel confident about its features, conventions and its appeal to a target audience. We will be working together as a class to look at a wide variety of advertisements before you actually start to create your own.

Accompanying your example is a written explanation of the decisions you made about form, purpose, language, audience, and context in its creation. Try to be really explicit about *what* you were trying to achieve in your creation, and *how* you think you achieved them. What difficulties did you face when creating this example and were you able to overcome them? This explanation is as important as the creation of the example so don't leave it to the last minute!

**Required length: 500-1000 words**

<b><i>Criteria for Assessment</i></b>	<b><i>Well done</i></b>	<b><i>Partly done</i></b>	<b><i>Needs work</i></b>
Depth of understanding of the structural, conventional, and linguistic features of an example of communication.			
Recognition of the link between form and context.			
Accuracy and fluency of expression in an appropriate form and register.			
<b>Comments:</b>			
<b>Grade:</b> _____			

### **Part C: Oral Presentation (Personal Communication)**

Your final task is an Oral Presentation of between 4-6 minutes, focusing on the category of personal communication.

You will need to prepare an invitation to a special occasion (eg. a wedding, a christening, a 21<sup>st</sup> etc.) You will present this invitation to the rest of the class (using props wherever possible to reinforce your chosen occasion), focusing on language used, main features, and effectiveness of form, purpose, audience and context. You may also like to consider such features as tone, mood, imagery, layout, colour, biased language, contrast, repetition, rhyme, onomatopoeia, symbolism, figurative language, choice of vocabulary, spelling and punctuation. Not all of these will be relevant to your invitation, but they do form a good base for discussion.

Remember that you also need to assess the *effectiveness* of the invitation. Do you think your finished product meets the needs for which it has been created? Refer to specific details from your invitation to support your discussion.

**Required length: 4 – 6 minutes**

<i>Criteria for Assessment</i>	<i>Well done</i>	<i>Partly done</i>	<i>Needs work</i>
Depth of understanding of the structural, conventional and linguistic features of an example of communication.			
Recognition of the link between form and context.			
Relevance and depth of treatment in evaluating the effectiveness of an example of communication.			
Accuracy and fluency of expression in an appropriate form and register, eg. ? Use of appropriate vocabulary ? Speaking clearly ? Speaking expressively ? Using eye-contact ? Appropriate stance			
<b>Comments:</b>			
<b>Grade: _____</b>			