



COMMUNICATION STUDY Oral Presentation TELEVISION ADVERTISEMENTS

This oral presentation of 4 – 6 minutes is a report on the language structures and features of a television advertisement, and the effectiveness of its identified form, purpose, audience and context.

1. Introduce your advertisement by describing the product being advertised. Use video tape to show advertisement
2. Make sure you use a report format – factual study of issues, objective and formal language, structured with an introduction, ideas organised into topics, conclusions.
3. Report on the language structures and features . Describe the stylistic features of your advertisement eg. the font, colours, images, use of space, titles, writing on screen, repetition (for layers in multiple viewing), fast forward mode, speech (voice over, personalising comments), symbolism, use of brand name, key selling point, music & sound (slogans, jingles, use of popular songs), use of poetry, use of humour, appeals to emotions (eg patriotism), alliteration, creates an image or identity of product.
4. Outline the form – you could include genre (eg mini soap opera), time format (30, 60 or 90 secs), editing (opening shots, number of shots, close-ups, ending shots), hard core, soft exterior, narrative (story – beginning, middle, end), testimonial, celebrity endorsement, salesperson approach, demonstrations, documentary format, song and dance routine, analogy – metaphor/simile
5. Outline the purpose – establishes need in audience, inform/persuade/mislead, celebrity sponsorship, central position in television. Is it reality?
6. Who is the intended audience for this product? Studies of demographics, gender, social class, family, youth, conservative, radical? You could consider aspects like the time that this product is shown, during which programs is it shown. Who uses this product? Where? How often? Why? How is this audience targeted?
7. Outline the social context of this advertisement. What is assumed about the values, understandings and cultural backgrounds of the audience? Advertisements pay for commercial television, consumers pay for advertisements. What service do advertisements offer? What are the values of economic consumerism? Stereotyping of characters, (age, gender and race), how are men and women portrayed, how are ethnic minorities portrayed, how are Aboriginal people portrayed? What occupations are shown? Is this reality or are stereotypes reinforced? What does this appeal to – sex, greed, love, maternal love, safety?
8. How effective is this advertisement? Collect feedback from a range of people.
9. Make sure that your oral presentation is presented in a lively, clear, informative and fluent manner.

From a worksheet by Gerry Sanderson, adapted by Rosie Egan, Wilderness