Name: …….

Communication Study – Creation of an Example: Real Estate 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. We are going to look at **Real Estate advertising** and you are going to write a piece advertising your home (or one you know well and have access to).

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. Have a look at the examples I give you as well as examples from the Real Estate section of the newspaper or from real estate agents' web sites. Take photographs of the house and incorporate them into your advertisement. Also be aware of the context of real estate and how this is viewed by Australians on a number of levels. Features of the real estate advertising include:

?? **Title –** what is it and how does it draw the attention of the reader? Is it informative, descriptive, engaging?

?? **Layout –** examine the combined effect of headings, columns, font type & size, images, colour

?? **Opening** – how is the dwelling introduced? How effectively does it engage the reader? What techniques are used to do this?

?? **Structure –** how is the information about the house organised? Examine the use of factual details, descriptions and comments about lifestyle

?? **Language –** examine the descriptive language used, noting use of adjectives, descriptive phrases, similes, metaphors, alliteration, symbolism and so on. Are questions posed?

?? **Vocabulary –** examine the language particular to this genre

?? **Visual elements** – how do the illustrations complement the written text?

?? **Tone/Atmosphere** – what mood is created and how? Is it upbeat, enthusiastic, informative?

?? **Evidence** – how are statistics, details and information used?

?? **Appeal –** how does this article appeal to the reader eg to emotions, patriotism, hopes, desires, dreams?

?? **Concluding comments –** what comments are used to sum up the property? Are these comments effective?

?? **Audience –** who is the implied audience and how can you tell? How successful is the advertisement in appealing to this audience

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: up to 1000 words (approx 500 words for each part)
Due date:

Criteria for Assessment	*Well done*	*Partly done*	*Needs work*
Understanding ?? Recognition of target audience and purpose of real estate advertisements ?? Recognition of link between form and context ?? Understanding of structural, conventional & linguistic features			
Application ?? Ability to reproduce the characteristics of a real estate advertisement			
Evaluation ?? Ability to evaluate the effectiveness of real estate advertisements			
Communication ?? Accuracy & fluency of expression ?? Appropriate form & register for audience & purpose			
Comments: **Grade: ___**			

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