

1.3 Authority in the workplace

Texts: RTA workplace texts
 Campaign development process
www.rta.nsw.gov.au : Campaign development process

Drink driving prevention (*Drink drive brain* campaign)
www.rta.nsw.gov.au : Drink driving prevention

Additional activities

For Standard and ESL students examining authentic workplace texts.

These workplace texts are extracts of actual texts from the development of the *Roads and Traffic Authority's* advertising campaign *Drink drive brain*. You can see how carefully a campaign is researched and tested so that it addresses the needs of the community, appeals to community values and persuades people to change their behaviour.

In your groups

Look at the *Drink drive brain* advertisement and identify how issues raised in the research and testing of the advertisements have been translated into the final advertisement.

Answer the questions on the following texts.

Research text 1: Interviewing the experts

Three experts were interviewed independently by the advertising agency to gain the most recent knowledge about the effects of alcohol.

There are two sections extracted from the full text of these interviews. They are:

- Summary of the research
- Extract from the transcript of one of the experts' interviews.

Read both sections and answer the following questions:

1. Which points from the transcript are taken up in the summary? List these as headings rather than quotations from the interview.
2. List as headings the points from the transcript that were not included. Choose a quotation from the expert to expand the point. Why do you think these points have been omitted?
3. What is the attitude of the three interviewers to the expert? Give evidence from the language of the transcript to support your view.
4. View an interview of a politician on a current affairs program. Compare the two interviews, considering how the questioning differs in approach and attitude. Why do you think this could be? Explain your answer using evidence from the text.



Research text 2: Communications Solutions (extract report strategy development results)

In your groups:

1. Read the comments in the boxes at the bottom of each section and list them as recommendations for an advertisement for this target audience.

RECOMMENDATION	DO	DON'T	MAYBE
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			

2. Study the recommendations and in your group write a scenario for an advertisement that addresses these criteria. See how many you can match.
3. Look at the section titled Qualitative and Quantitative Research findings (page 3 of Communications Solutions text). Under the first subheading 'Current knowledge of the effects of alcohol' (page 3 of Communications Solutions text) there is text based on findings from the focus groups followed by these quotations from two participants:

'Why can you drive when you are 0.049 and not when you are 0.05?'

'Can't understand why they have different levels...you are either drink-driving or you aren't. Like with speed, they show you what difference it makes to go that extra speed... even in that fatigue one... they show what happens during a microsleep.'

Under each of the following subheadings provide quotations from THREE imagined participants in the focus groups. You should look carefully at the findings for each of the sections and respond in an appropriate tone and register. The subheadings are:

- Reasons FOR drink driving
- Obstacles to behaviour change – the rural situation
- Perceptions of enforcement
- Perceived leniency in sentencing
- Reasons for NOT drink driving – enforcement
- Reasons for NOT drink driving – causing death and serious injury.

