

1.3.1 Don't Rush (Advanced)

Don't Rush: from storyboard to screen

Complete the table for the different versions of this advertisement.

	Date	Target audience	Choices	Didactic or narrative?
Interactive				
Dr Owler 1				
Dr Owler 2				

1. Which version is the most powerful for you? Explain why.
2. View the two advertisements Dr Owler 1 and Dr Owler 2 where Dr Owler poses questions to the audience. How does the language change to suit the different audiences he is addressing?
3. Note the final screen - the [Dr Owler](#) advertisements are sponsored by the Centre for Road Safety and the Australian Medical Association (AMA). Why is the AMA interested in supporting this advertising?



Have a look at the storyboard.

1. List all the camera angles and shots that are being used.
2. Offer and demand are two ways individuals in advertisements set up a relationship with the audience. Which is operating in these different ads and what is the reason for the choice?
3. Why is a 'point of view' shot so relevant to this advertisement?
4. Texts offer an interplay between authority, control and freedom.
Who has authority in the advertisement? On what grounds is this authority conferred?
5. How does the text present choices? Are there any other possible choices?
6. How do language, form and mediuwm control your responses?

