

## 2.1.2 Thirty years of RBT (All students)

### Changing contexts

Look at the YouTube clip of [30 years of RBT: survey of advertising over that period](#)

Now listen to the [ABC Radio report](#) which refers to these advertisements on the anniversary of the beginning of Random Breath Testing. As you listen to the radio report, complete the table below

Speaker	Role or position	Value to the report



After watching the clip again, complete this table.

Year	Images (include the camera shot/ angle)	Slogan and tagline	Consequences	Attitudes
1980s				
1990s				
2000s				
Now				



## Bringing it all together

### 30 years of RBT radio report

Use this table to collect notes on the information and details in the radio report and advertisements. Here are some words that you could use in the table and the three paragraphs you need to write:

authoritarian, liberal, technologically advanced, media savvy, media ignorant, developing media understanding, visually literate, defiant, community-minded, individualistic, responsible, accident aware, considerate, family oriented, friendship-oriented, computer savvy

Context	1980s	1990s	2000s	now
Personal				
Social				
Historical				
Cultural				
Workplace				



In a paragraph, sum up up how RBT advertising has changed over the past thirty years.

In another paragraph, inferr from these changes how attitudes towards drink driving have changed in that time.



Write a paragraph on how different contexts influence the content of texts.