

2.4 Which works for you?

2.4.1 Comparing approaches

Texts: *Paranoia* television advertisement

Drink drive brain television advertisement

The *Drink drive brain* campaign was used by the Roads and Traffic Authority as their campaign against driving under the influence of alcohol in 2005. In 2006 the RTA produced another drink driving advertisement, *Paranoia*.

1. Watch the advertisement *Paranoia* several times and then analyse it using the framework: *Analysing visual texts*.
2. Why do you think the advertisement is called *Paranoia*? Give three examples of paranoid thinking.



3. Compare and contrast *Paranoia* and *Drink drive brain* to consider how they persuade an audience. You may find it helpful to plan your response using a table such as the one below.

		PARANOIA		DRINK DRIVE BRAIN	
FEATURE	DIFFERENCES	SIMILARITIES	DIFFERENCES	SIMILARITIES	DIFFERENCES
Content					
Mood					
Audience attitude					
The nature of persuasion					

4. Which advertisement do you think is more likely to change your behaviour? State your reasons. What kind of audience do you think would find the other advertisement more convincing? Why?



2.4.2 Persuading others

In groups

Compose three texts aimed at convincing your class to adopt a certain behaviour or attitude. These texts need not be advertisements but their purpose must be to persuade. One text should appeal to emotion, another to reason and the third should be witty or playful.

The class as the audience should analyse which of the three texts you present is most effective and why they were convinced by it.

2.4.3 Individual reflection

In this unit we have been examining how the composers of a variety of texts in the RTA road safety campaign have used persuasive techniques to influence groups in the community to drive safely. We have explored and analysed posters, radio and TV advertisements and brochures. Write down some of your reflections by doing ONE of the following exercises.

EITHER

New things about driving safely I have learnt in this unit include:

The text(s) I found most persuasive for teenaged audiences were:



