

## 5.1.2 Get your hand off it (Advanced)

### Playful bending of genres

Form small groups of two to four students and choose one of the three genres of this advertisement to analyse. Note which genre you chose in the top left-hand cell and complete the table:

- Identifying and explaining the conventions (form) and
- how the genre is used to sell the message (function).

You may add any other aspects of the genre that you think are relevant.

Genre:	Conventions	How they are used to persuade
Derek's persona		
Other Characters		
Setting		
Plot		
Opening shot before the song starts		
The role of the car		





Aspects of language		
Non- realistic aspects		
Style of dress		
Gender relationship		

## Hybrids and rhetorical function

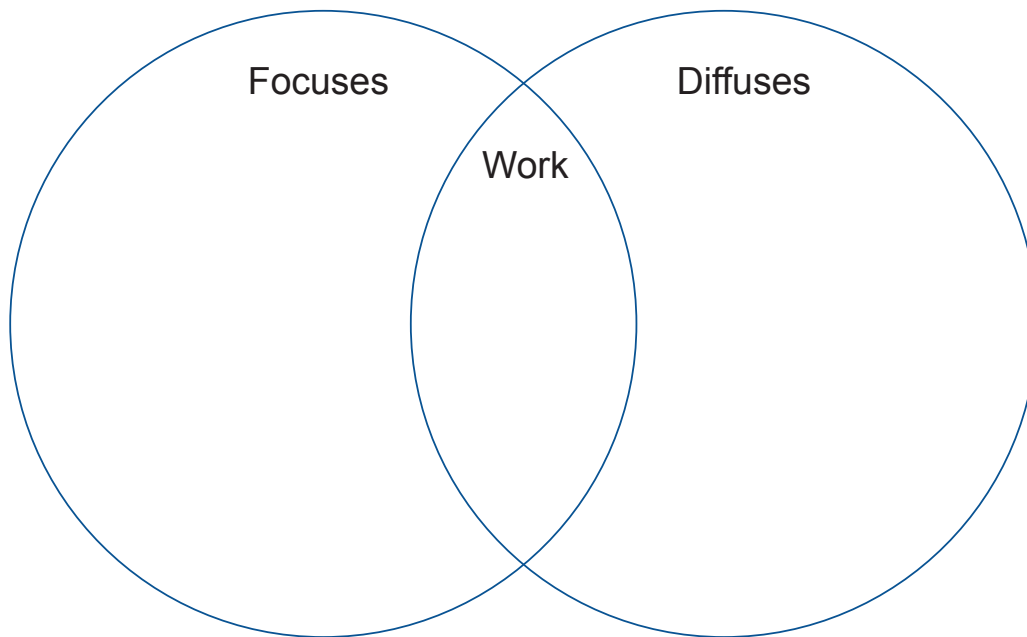
The 'Get Your Hand Off It' suite of advertisements plays with various musical genres, using parody for persuasive purposes, making the advertisements hybrid forms of each genre.

How effective is this approach in achieving the purpose of preventing people from using mobile phones illegally while driving?

Organise your ideas by completing the Venn diagram noting:

- the work that genre 'gets done' in these advertisements
- how genre in the video medium focuses the message
- how genre diffuses the message by inviting associations.

Share your findings with the class.



Complete the same activity using the campaign as a whole.

