

5.2.2 Hybrids and rhetorical function (Advanced)

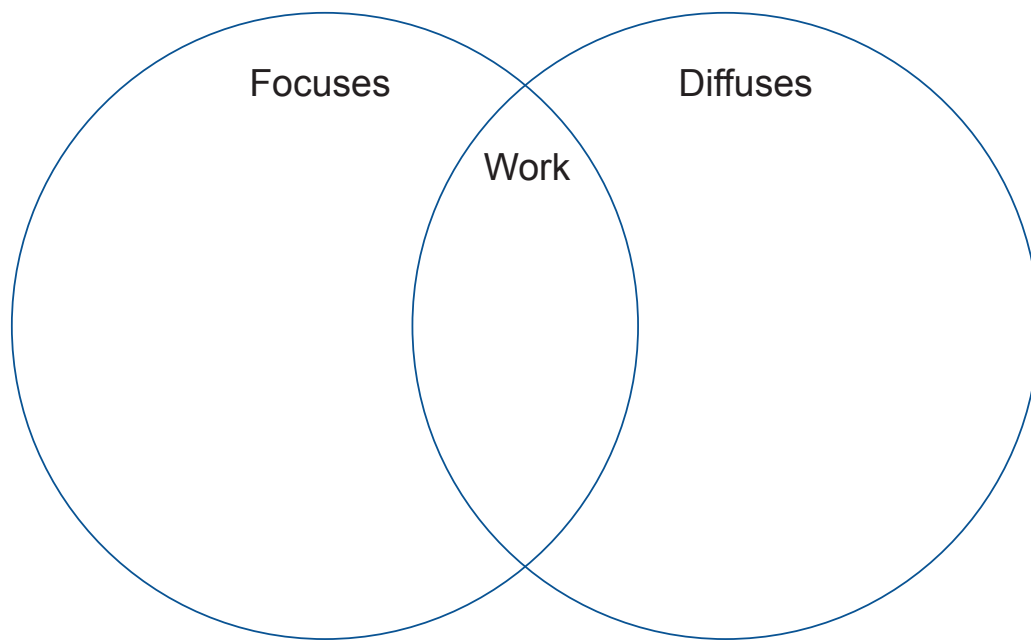
The 'Get Your Hand Off It' suite of advertisements plays with various musical genres, using parody for persuasive purposes, making the advertisements hybrid forms of each genre.

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.

