

5.5.1 Calling the shots (Std, ES and EAL/D)

Visual markers

Label each image with the correct camera shot from the list provided. You may need to look up what each shot means before starting.

Establishing shot	Over the shoulder shot	Long/wide shot; very long/wide shot
Extra Long/wide shot	Close up; big close up; extreme close up	Mid/medium shot; medium / long
Cropped shot	Low angle; tilt down	tilt up; high angle
Profile shot	Eye level	Side camera angle
Reverse angle	Point of view shot	

- Explain the effect of each shot under the image.
- Lighting also adds to the visuality of the advertisements. Which shots have interesting lighting? Explain what message the lighting conveys.
- How is the mobile phone being used in the images where it appears?
- How is the person with the mobile phone represented?



I've been walking down the road for several days now.



Thinking bout my love...



....that's gone away.

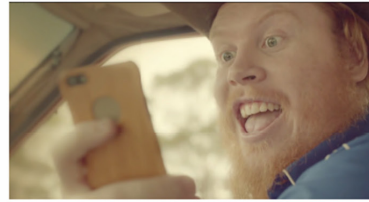




They say let go but I don't seem to know how.



Cos I just need to...



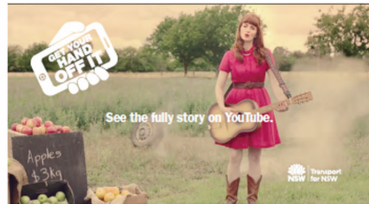
...Instagram this latte.



Get your hand off it.



Get your hand off it.



Get your hand off it.





Narrative structure

There is clearly a story developing but we have to fill in the gaps. Analyse the text according to its structure to see how the advertisement uses narrative to make its point.

Narrative Structure	Detail in the advertisement
Orientation (setting the scene)	
Complication (the problem that disrupts normal life of characters)	
Sequence of events	1. 2. 3.
Climax (point where action reaches its peak)	
Resolution (problem is resolved)	
Coda (a scene from the new order of things)	





Writing a narrative

Complete the narrative in the table by adding detail following the instructions given in the first column.

Instructions	The story
Add more description of the scene.	Derek was on the road again - walking a long dusty road that wound through fields.
Describe his feelings	But he saw none of it. His mind was on other matters.
Explain what had happened.	It had been a tough day.
Describe Janey and her stall.	He was so distracted he nearly missed Janey, the farmer's daughter, setting up her stall.



<p>Write the dialogue where Derek explains what has happened and Janey's reaction. Try to use 'country style language.'</p>	<p>Hey, what's wrong big fella? You looking down in the dumps.'</p>
	<p>'Oh Derek - there's just one thing to say to that: Get your hand off it!' Janey was constantly frustrated by Derek. He just seemed to live on that phone – so much so he didn't even notice her. For Janey had a bit of a soft spot for Derek.</p> <p>'Yeah sure, get my hand off it – good one Janey,' Derek gave a gentle smile, 'But what will I do – can't keep walkin'. Feel like a swagman on the road.'</p> <p>'I don't mind an occasional swagman walkin' past my way.'</p> <p>Was she coming on at him? Derek couldn't be sure. He wasn't good with girls. They weren't like the old girl – his car. He sighed.</p> <p>What he did know was that walking wasn't his style.</p>
<p>Describe the different ways Derek chooses to travel and how he keeps texting.</p>	
<p>Finish the story... What role will the old timer play in it?</p>	

Which genre do you think would be most effective in preventing texting while driving?

Genre	Most effective Rate 1- 4	Conventions	How conventions affect the message
Country			
Hipster			
Rock			
Direct advice			



Choose one of the genres and complete the sentence:

The advertisement using the genre is the most effective in conveying the road safety message because its conventions

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Choose your own music style and write a chorus. This could be: a rap, a classical music style, a world music style, pop or any other style you like. You should aim to use the conventions of the genre to sell the message 'not to use your mobile phone while driving'.

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