

Activity 6: Make an Impact



switch on

Do you listen to the radio?

Identify:

- your favourite radio advertisements.
- the radio advertisements that drive you mad.

Jot down your ideas.

◆◆ Work with your partner to put together an impromptu **radio advertisement**.

Relook at the radio advertisement you studied in Activity 1 on page 5 as a reminder of the **layout**, **emotive** and **manipulative language** and **register** used. Refer to @FYI on page 7.



◆ Follow the brief below.

✓
Brief

☰ **Radio advertisement**

- ➔ Choose **one** of the following topics for your advertisement
- ➔ Your advertisement can be humorous or serious
- ➔ Use the template on page 9 to ensure your radio advertisement has maximum impact
- ➔ Include **emotive** and **manipulative language** to persuade your audience
- ➔ Pay attention to the **register** you use – make it appropriate to your target audience

Topics

An advert to promote a product or service that appeals to teenagers

An advert to create awareness about a social issue relevant to teenagers (e.g. drinking and driving; smoking; seatbelts; drugs; binge drinking; etc.)

Begin your advertisement



CHOOSE
YOUR
BATTLE



- ◆ Perform your radio advertisements for the class. Decide which advertisements get a thumbs-up and why.
- ◆ Use your ideas from your impromptu radio advertisement to write the script for your radio advertisement. Follow these steps to help you write your script.

Step 1 Plan

Jot down your ideas in a mindmap using key words.

Step 2 First Draft

Use your key words and ideas to create sentences. The example on page 5 acts as a model.

Step 3 Revise

Use this checklist to improve your writing.

- ✓ Have I included a voice-over?
- ✓ Have I used good descriptions?
- ✓ Have I used good **emotive** and **persuasive language**?
- ✓ Have I used the correct **register** to suit my target audience?

Refer to @FYI on page 7.



Step 4 Edit

Use this checklist to correct language errors:

- ✓ Have I spelt words correctly?
- ✓ Have I used the correct punctuation?
- ✓ Do my nouns and verbs agree?
- ✓ Are my tenses correct?

Step 5 Publish

Write your final copy for assessment.

The Assessment Rubric and Length of Writing will help to ensure that your writing meets all the requirements.

Use this **writing process** chart as a reference whenever you create a piece of writing.

ASSESSMENT RUBRIC	
Content, Planning and Format	12
Language, Style and Editing	8
Total: (20 ÷ 2)	10
Refer to page 379	

LENGTH OF WRITING	
160 - 180 words (content only)	>

