

# 11 Essential English: Semester 2 Overview 2017

Teacher: Claire Trowbridge

Weeks	Topic	Assessments
<b>Term 3</b> <b>Week 1-4</b>	<p><b>Covert advertising techniques: Product placement in contemporary media – <i>Transformers: Age of Extinction</i>.</b></p> <p>The movie <i>Transformers: Age of Extinction</i> is controversial because of the amount of product placement (55 brands) used in the movie. Students will watch the movie and examine the way product placement is used to advertise brands. In a written summary they analyse two or three specific examples of product placement in the film by explaining the purpose, placement and effectiveness of this technique and its effect on the audience.</p>	<p><b>Responding to Texts Task 1</b> Written summary 400-800 words</p> <p><b>Draft Due</b> Tuesday Week 3, 8 August 2017</p> <p><b>Final Due</b> Wednesday Week 4, 16 August 2017</p>
<b>Week 5-8</b>	<p><b>Public Advocacy – responding to community events</b></p> <p>Students will read a series of texts (which may include but are not limited to programs, newspaper articles, reviews, travel brochures and advertisements) on a local Kangaroo Island or Adelaide based event. Examples include, but are not limited to KI Cup, KI Art Feast, Kingscote Christmas Parade, Kingscote Show, Parndana Show, KI Field Day, 20/20 Cricket, Fringe Festival, Concerts and similar events.</p> <p>Students respond by writing a formal email to the editor of the Islander or the Advertiser arguing for or against the event.</p>	<p><b>Responding to Texts Task 2</b> Written summary, maximum 500 words</p> <p><b>Draft Due</b> Tuesday Week 7, 5 September 2017</p> <p><b>Final Due</b> Wednesday Week 8, 13 September 2017</p>
<b>Week 9 –</b> <b>Term 4,</b> <b>Week 2</b>	<p><b>Instructional Vodcast</b></p> <p>Students examine a range of daily activities relevant to either new residents or tourists on Kangaroo Island, such as travelling safely on country roads, changing a tyre, bush walking safety, bushfire safety, accessing transport services, local shopping or banking. They create an instructional vodcast (a video that can be broadcast over the Internet or the Sealink ferry) for an audience of either new residents or international tourists on Kangaroo Island.</p>	<p><b>Creating Texts 1</b> Multimodal presentation with oral component – minimum 3- maximum 5 minutes in length</p> <p><b>Draft Due</b> Tuesday Week 1, 17 October 2017</p> <p><b>Final Due</b> Wednesday Week 2, 25 October 2017</p>
<b>Term 4</b> <b>Week 3-6</b>	<p><b>Oral Presentation</b></p> <p>Students listen to a range of oral and multimodal texts to learn about techniques for engaging an audience in a presentation. Students apply these to the creation of an effective informative oral on a topic of their choosing.</p>	<p><b>Creating Texts 2</b> Recorded Oral presentation or multimodal presentation with oral component. Minimum 3 minutes, maximum 5 minutes in length.</p> <p><b>Draft Due</b> Tuesday Week 5, 17 October 2017</p> <p><b>Final Due</b> Wednesday Week 6, 25 October 2017</p>
<b>Week 7</b>	Return of assignments and unit summary activities.	

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