

Stage 1 Essential English: Semester 1 Overview 2018

Teachers: Claire Mincham-Trowbridge

Weeks	Topic	Assessments
Term 1 Week 1-5	<p>Responding to Texts 1 Product Placement in Transformers: Age of Extinction</p> <p>Students will focus on advertising in imaginative texts, focusing specifically on the covert advertising technique of product placement in popular film and television. Students will view Transformers: Age of Extinction, a film widely criticized for its extensive use of product placement (55 separate instances), and respond to the explicit and implied messages this advertising technique creates in this text, drawing analyzing the structure and effectiveness of selected placements.</p>	<p>Written Response – maximum 800 words</p> <p>Draft Due Wed. 21 February, Week 4</p> <p>Final Due Mon. 5 March, Week 6</p>
Week 6-11	<p>Responding to Texts 2 Persuasive Techniques in Advertising – Print and Digital Media</p> <p>Students will explore persuasive technique in traditional advertising formats that include visual features, with specific focus on the purpose, structure and language features of advertisements, including the use of colour psychology. Students will then select their own examples to analyse, which may be sourced from television, the internet or print media, exploring, annotating and summarising the way the advert communicates ideas and information to a target audience.</p>	<p>Written Response – maximum 800 words</p> <p>Draft Due Wed. 28 March, Week 9</p> <p>Final Due Mon. 9 April, Week 11</p>
Term 2 Week 1-4	<p>Creating Texts Advertising</p> <p>Students will use their understanding of advertising techniques, developed in in Term 1, to create an advertisement for a real or imagined product, which may be formatted for print or digital media. They will “pitch” their advertisement as an oral assessment, explaining the purpose, structure and features, and their target audience.</p>	<p>Oral presentation with visual component – maximum 5 minutes in length</p> <p>Draft Due Mon. 14 May, Week 3</p> <p>Final Due Wed. 23 May, Week 4 – oral presentation must be submitted as a recording via USB.</p>
Week 5-10	<p>Creating Texts 2 Radio Show</p> <p>Students will engage with the local community radio station, 5KIX FM, to develop an understanding of Australian Community Broadcasting Standards and the structure, purpose and features of radio shows. Students will then design their own 1 hour radio slot, within the parameters expected for this text type, in-line with Australian Broadcasting Standards and expectations.</p>	<p>1 Hour Radio Show Plan (See task sheet for further detail)</p> <p>Draft Due Mon. 18 June, Week 8</p> <p>Final Due Wed. 27 June, Week 9</p>

Teacher contact:

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