



Tuesday August 27, 2019

Read the feature topic on advertising in today's ED! Magazine and complete some of the activities below.



- According to the article, what is the aim of advertisements?
- What are the eight companies students have designed advertisements for?
- What criteria were the student advertisements judged on?
- What prize did the winners receive?



- Highlight all of the logos used in the advertisements. What do you think is the purpose of a company logo?
- Audience is very important in advertising. Choose 3 advertisements and decide who their target audience is.



- Think – Pair – Share: Advertising is all about persuasion. Create a list of persuasive advertising techniques.
- Find out more about Firetech. What is the main goal of this organisation? Which Firetech course would you most like to attend?



- Compare all of the ads for one company. Which ad is the most persuasive? Why?
- Examine all of the advertisements. Which one do you find the most visually appealing? Why do you think this is?
- Which three ads do you think are most effective at getting their message across? Why did you choose these ads?



- Design a logo for a company of your choice. Consider your product and audience when choosing design elements like colour, font and images.
- The Design an Ad competition will return in 2020 – look out for information in Term 1. Will you be one of next year's winners?



- Search through your copy of *The West Australian* looking for advertisements for other companies. Cut out three advertisements. Which persuasive techniques have they used? Highlight the elements that you think make that advertisement successful.

Join *The West's* Media Education team in our aim to create a media-savvy generation.

Online Media Education activities are designed to enable students to become critical consumers of news. Through completing the activities, students will develop the skills to consider, question, inquire and challenge reported news stories. Media Education encourages students to be informed citizens of global issues considering multiple perspectives before generating their own ideas and opinions.



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Read the stories in ED! Magazine's *NEWS FLASH* column and complete some of the activities below.

New coach for Freo



- How long was Ross Lyon coach of the Fremantle Dockers for?
- Who is tipped to be the next coach?



- What do the roles of 'coach', 'chief executive' and 'club president' of an AFL team involve? How are they similar and how do they differ?



- In pairs, discuss whether you think it is fair to blame the coach, and fire him, for the team's losses?



- Look through your copy of *The West Australian* to see if there have been any updates on this story.

Scomo, Trump G7 chat



- What did Mr Morrison and Mr Trump discuss on the first day of the G7 leader's summit?



- What is the G7 leader's summit and which countries are involved?



- In pairs, decide what you think are the three most important issues that world leaders should discuss at the summit.

Eagles tough job ahead



- 'Flag defence' refers to the Premiership flag which last season's Grand Final winner holds until another team wins a Grand Final. As last year's winner, the Eagles are defending the flag all season hoping to win this year's Grand Final and keep the flag.
- Class discussion: Has anyone watched an AFL game at Optus Stadium before? What was the experience like?



- Search online to write five facts about Nic Naitanui's football career.



- Who do you think will win the first elimination final? Why?