

# The West Australian



**Tuesday February 23, 2021**

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



- What is 'product placement'?
- Give an example of how colour or smell can be used by advertisers to persuade the audience.
- Why might scammers want to steal your identification?
- Make a list of different places where you see advertisements.
- Consider the commercials or advertisements you are familiar with. Can you think of any that used testimonials, appeal to lifestyle, nostalgia or exclusivity as a means to persuade the audience?
- Cut out 10 advertisements from *The West Australian*. For each one, identify at least one technique that the advertiser used to make the product or service promoted seem appealing.
- Find out about some careers in advertising and make a list of at least five possible job titles (eg. Illustrator). Choose one job title and give an example of the skills or personal attributes that a person might need to carry out this role.



- To what extent do you consider yourself to be a 'savvy consumer'?
- Do you think some companies should be banned from sponsoring children's sports? Give reasons for your answer.
- What makes a State newspaper, such as *The West Australian*, more trustworthy news source than a social media post?
- Sometimes advertisements manage to persuade us to buy a product or service we don't want or need. Brainstorm some things that you wouldn't really want to spend your pocket money on (eg. toilet brush, house insurance) and design an ad to convince kids to buy it.



- Look through today's copy of *The West Australian* and select the advertisement that you think is most effective and least effective. Give a reason for your choice.
- Visit [mediaeducation.com.au](http://mediaeducation.com.au) to discover how you can take part in the annual [Design an Ad competition](#).

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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.

### Govt stops paying FB



- What changes occurred on Facebook last week?
- Why did Facebook make these changes?
- Who was affected by these changes?



- How can people access news stories outside of Facebook?
- What are 'promoted posts' on social media?



- Suggest one reason for and one reason against the government paying money to promote posts about the roll out of the COVID vaccine.

### Gaming lifts boys



- What link between gaming and boy's mental health has been identified in a recent study?
- Who conducted and took part in this research?
- Do you play video games? How does playing these games make you feel?



- What are some risks associated with gaming that have been identified in other studies?



### Tough swim to Rotto



- What was the winning time for this year's Rottneest swim?
- How long is the swim from Cottesloe to Rottneest? If your local swimming pool is 50m long, how many laps of the pool does this equate to?



- Would you like to attempt a swim to Rottneest one day? How would you prepare yourself for it?