

TV Commercials



TREND TASK

Approach: One to one

Focus: Understanding persuasive techniques.

Resources: 2 television advertisements on laptop computer.

Level: Year 4 and year 8

<i>Questions/instructions:</i>	% responses			% responses	
	2002 ('98) year 4	2002 ('98) year 8		2002 ('98) year 4	2002 ('98) year 8
This activity uses the computer.			Now let's watch another commercial.		
Click the TV Commercials button.			Click the Play Button.		
I'm going to show you two television commercials.			4. Why has Telecom made this commercial?		
Click the Play Button, pause the video when 'Pause' sign appears.			<p style="padding-left: 40px;">to encourage calls to friends in other countries</p>	14 (18)	29 (34)
1. What sort of feelings do you think this commercial is trying to give?			Telecom made this commercial to encourage people to use their phones to call friends in other countries.		
<i>PROMPT: How do they want people to feel when they watch this commercial?</i>			5. Apart from the message at the end of the commercial, what has the rest of the commercial got to do with ringing up people in other countries?		
scary/spooky feelings	•	84 (67)	<p style="padding-left: 40px;">makes you think of other countries (e.g. animals, music)</p> <p style="padding-left: 40px;">just designed to catch attention</p>	•	31 (37)
The commercial is trying to give scary or spooky feelings, so that people might feel afraid.				•	12 (9)
2. What techniques have been used in the commercial to cause those sorts of feelings?			6. Why do you think Telecom made the commercial like this — with lots of cute animals?		
black and white only	•	31 (24)	Possible points:		
scary music	•	44 (37)	– capture attention		
spooky appearance of characters	•	65 (79)	– keep attention		
bizarre behaviour of characters	•	53 (43)	– cause amusement		
set at night	•	46 (34)	2 or more relevant ideas	4 (6)	17 (12)
Overall quality of response:			1 relevant idea	28 (23)	49 (48)
good	•	18 (10)	no relevant ideas	68 (71)	34 (40)
moderate	•	62 (56)			
poor	•	20 (34)	Total score:		
3. Why might an advertiser use a scary commercial to try to sell something?			10-14	•	11 (10)
capture attention, make memorable	•	40	8-9	•	21 (14)
			6-7	•	33 (32)
			4-5	•	24 (25)
			0-3	•	11 (19)

• not asked for year 4

Commentary:

Year 4 students were only shown the second commercial and were only asked questions 4 and 6. It is notable that the students did not seem particularly aware of the underlying purpose of the Telecom advertisement.

[First commercial – Year 8 only]

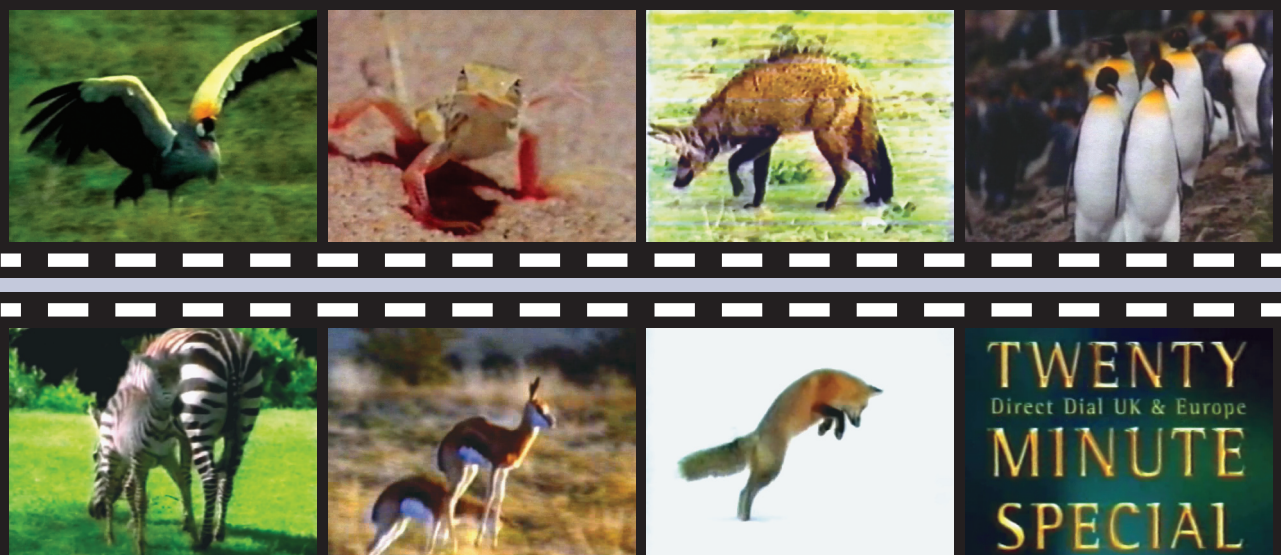


Video script:

Woman: This is most strange... oh, look.
 [Old man at side of road]
 Man: (to old man) I think we're lost.
 [Evil laughter from old man]
 Man & Woman: How odd!
 [Couple drive away. Old lady at side of road further on]
 Man: The lady with the lamp. I'm sure she'll help us.

[Insane gibberish from old lady]
 Man: (nervously) Oh, oh... thank you... we've found it!
 [Couple drive away. Three strange men at side of road further on]
 Man: Ah, I'm sure these people will help
 Excuse us...(to men).
 [Men stare blankly into car]
 Woman: Ahhhh! (strangled cry)

[Second commercial – Year 4 and year 8]



Video script:

[Irish dance music only throughout most of video]
 Line up friends and family in the U.K. and Europe this weekend for a huge chat, with Telecom.

Call anyone, anywhere in the U.K. and Europe from 6pm Friday to midnight Sunday and only pay for the first 20 minutes. The rest of the call is free.
 Excludes 059 calls.