

Task: Tick Tick



Approach: One to one
Focus: Comparing written and visual versions of text
Resources: Video recording on laptop computer, picture

Year: 8

Questions / instructions:

This activity uses the computer.

In this activity you are going to look at an advertisement that promotes safety at road intersections. The advertisement is presented in two different ways – on the TV and on a billboard. We'll watch the TV advertisement first. Watch carefully and then I will ask you how well the advertisement grabs your attention.

Click the *Tick Tick* button.



DESCRIPTION:

Shots of various drivers waiting at various busy intersections, all beginning to show gradually increasing signs of frustration; close-ups of car indicators flashing; no audio other than the sound of the indicators ticking; ticking gradually speeds up towards the end of the ad.

		% responses			% responses
		y8			y8
1. What are the things they have done in this TV advertisement to grab your attention?			2. What are the things they have done in this billboard advertisement to grab your attention?		
ticking sound/ticking builds tension/reminds you of a bomb/sounds		71	the slogans (there's a time bomb at intersections)		49
use of quick-changing scenes		9	the bold text "Tick Tick Tick Tick" in red		70
drivers looking stressed/impatient		37	blurred background/shows speed		72
close-up of people in cars		21	red colour of waiting car		11
close-up of indicators on cars flashing		12	turn indicator on car shining/light shining		19
the message displayed		19			
Quality of response:	very good/excellent	1	3. Which advertisement is likely to be more effective – the TV or billboard advertisement?		
	good	23	TV		77
	fair	46	billboard		21
	poor	31	no clear decision		2
			4. Why do you say that?		
			Quality of response:	very good/excellent	5
				good	34
				fair	51
				poor	10
			Total score:	5–6	3
				4	14
				3	27
				2	27
				0–1	29

Hand student billboard picture.

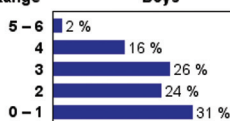
Here is the same advertisement but it is presented as a billboard.



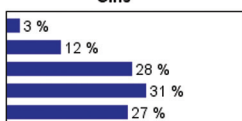
Subgroup Analyses:

Year 8
Score Range

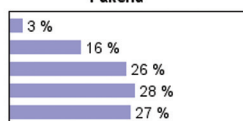
Boys



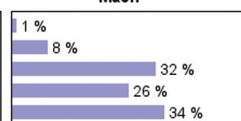
Girls



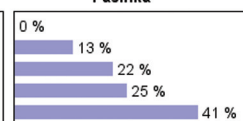
Pakeha



Māori



Pasifika



Commentary:

This task asked students to compare two ad formats – a TV ad and a billboard. There were no gender differences and minor differences among Pakeha, Māori, and Pasifika students.