

Unit 1.3: Film and commercials

Worksheet

Gruen, or *The Gruen Transfer*, is an Australian television programme that is about advertising. It may also be classified as 'light entertainment'.

In class, play some of the games that are included in the programme's format.

How do you sell?

Work with a partner. Each of you should bring to class a different televised advertisement for the same product. You might, for example, bring in a different advertisement for cars, chocolate or insurance. Take it in turns to explain how the advertisement works. Ask the other students in class to vote for the most effective advertisement.

What's wrong with this ad?

Bring into class an advertisement you consider to be problematic and explain the nature of the problem for other students. For example, the Philadelphia Cream Cheese Heaven Campaign emphasised the cheese's low fat content. Arguably, the advertisement seems to suggest that even after we die, we still need to worry about our weight!

I hate that ad!

Bring to class a television advertisement that you hate. Show the advertisement to the class and explain why you hate it. Ask your classmates whether or not they share your opinion.

What is this ad for?

Bring a television advertisement to class. Play only the opening segment to the rest of the class. Ask them to guess what the advertisement is for.