

**YEAR 9 English Semester Two: Module Two**

**ASSESSMENT THREE: Literacy: Film and Marketing**

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| **Name:** | **Teacher:** |
| **Class:** | **To be completed:**  **Assessment Three: Moderated Task:**  Term 3, Week 8, Lesson 1 (Monday Lesson 3 or 5) |
| **The Tasks:**  Study conventions of film posters and how to write an analytical response.  Find connections between the conventions and cultural/historical/social contexts and consider how visual language is used in film posters.  Employ marketing techniques to communicate with and to attract a particular audience.  Plan a marketing campaign for the movie based on fiction read.  Create marketing materials to represent concepts of the film and “pitch” this advertising campaign to the class in an oral presentation.  **Module Overview:**  Read and respond to a variety of film posters. You should be able to identify and understand:   * that films are commercial products designed for a particular target audience. * how visual texts use visual language and marketing techniques to communicate with and attract a target audience. * differences between advertising and marketing. * evaluate a collection of film marketing visuals (film posters, magazine advertisements and merchandising) in class and at home. You must explore how visual language (e.g. body language, symbolic objects, camera work, composition) and marketing techniques (taglines, emotional appeal, celebrity image) are used to appeal to a target audience and communicate genre, character and representation of ideas, values and attitudes. * annotate a number of these examples and write summary notes; identifying and explaining how marketing materials use visual language and persuasive techniques generally.   **ASSESSMENT:**  **Assessment Three:** **Moderated Task**  In-class timed analytical response to two unseen film posters. Consider how one or more movie posters use visual language and marketing techniques to communicate with and attract a particular audience. Students should demonstrate their understanding of the relationship between conventions and cultural/ historical /social context.  **Conditions:**  10 minutes to annotate and 50 minutes writing time.  One page of notes allowed on the day of the assessment, one side of an A4 page Arial size 11 font. Dot points only.  Submit all notes and the annotated images. | |

**SAMPLE QUESTION:**

1. **Explain how the movie posters provided use visual language and marketing techniques to communicate with the viewer about genre, characters and ideas designed to attract an audience to see the film(s).**

**Consider how different audiences might react to the poster(s).**

***HINTS:*** *You may consider target audience, visual codes and conventions, marketing techniques, taglines, emotional appeal, celebrity, characterisation, genre representation of ideas, values and attitudes, cultural perspectives, historical context or social context.*