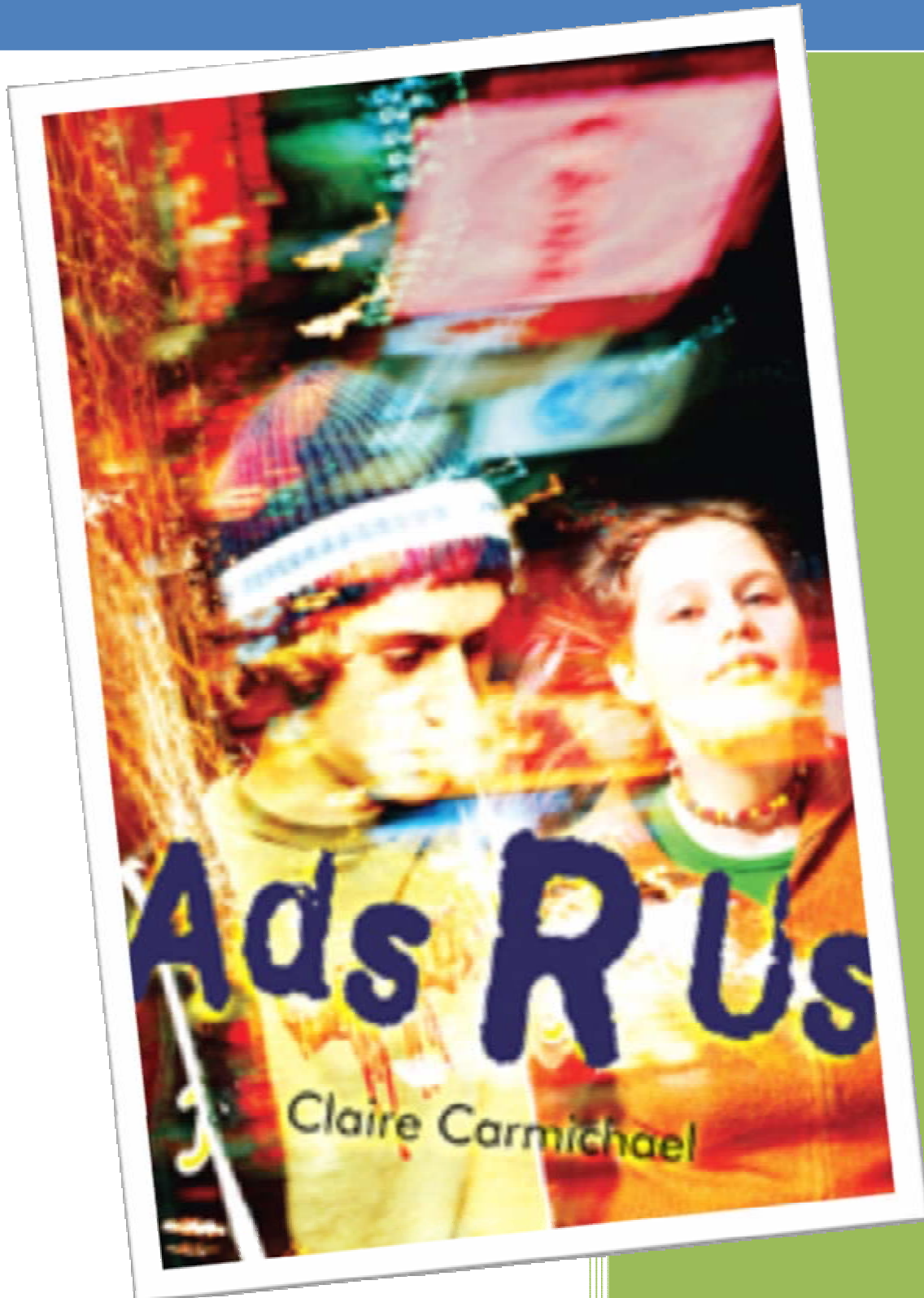


A Student Work Booklet



Created by Brunella Pagano

Notes to the teacher

This is a comprehensive student booklet which accompanies the novel *Ads R Us* by Claire Carmichael.

You can choose to use it in its entirety or extract sections as you wish.

The novel *Ads R Us* is suitable for an Area of Study type of unit or straight media unit or close study of novel. The novel deals with topical and relevant issues surrounding the power of advertising and the media.

In the student booklet, I have endeavoured to cover a range of skills and tasks. These include: language analysis, evaluative writing skills, creative and media tasks, comprehension and research tasks across a range of text types and modes suitable for Year 9, 10 or 11 students.

For the New South Wales Stage 6 English current syllabus, this novel is suitable as a supplementary text for Module C: *'Powerplay'* and *'Telling the Truth'*. For the 2009–12 New South Wales Stage 6 English Syllabus, this novel is suitable as a supplementary text for Module C: *'Conflicting Perspectives'*.

Brunella Pagano

B Ed Sydney University

English teacher at The King's School

These notes may be reproduced free of charge for use and study within schools but they may not be reproduced (either in whole or in part) and offered for commercial sale.

Visit www.randomhouse.com.au/readingguides for information on other Random House Australia teaching support kits and reading guides.

Copyright © Random House Australia 2008

Food for thought: The Power of Persuasion

1. What is advertising?

2. Which aspects of our life does it affect?

3. What are some of your favourite brands or products? List them below.

4. Some supermarkets have their own 'No Frills' brands. How do you think the power of advertising has been used here?

5. Let's consider the effectiveness of the different types of media when it comes to advertising. Give a star rating out of 5 for each of the following media types and explain its effectiveness in persuading their target audience to buy their product. Complete the table below.

Media	Rating	Explanation
Television		
Radio		
Print media (magazines and newspapers)		
Electronic media		
Billboards and posters		

6. In what ways can advertising be used to promulgate an **idea** rather than a product? Brainstorm and find as many examples as you can.



Research Task

PART ONE

- Find an example of an electronic or print version of your **favourite ads** or **brands**. Create a portfolio of FOUR ads.
- For EACH advertisement, write a 10 line paragraph explaining why the ad is effective. Consider: its purpose, audience and the medium used, layout, colour, slogans, symbols, catch phrases, neologisms and jargon.
- How effective is the ad in persuading you to buy the product? What emotive appeal does it have for you? Explain in one paragraph.

PART TWO

- Find TWO examples of ads which you find **offensive** or **ineffective** or **annoying**. For each example, explain why you dislike the ad. Which particular elements of the advertisement are poorly constructed or thought out? Write five lines for each advertisement.



CLASS DISCUSSION

Discuss your findings with the class. Tally the class findings in a table like the one below:

Favourite Ads	Name of ad	Common reason e.g. colour, layout, slogan, etc.	Worst Ads	Name of ad	Common reason e.g. colour, layout, slogan, etc.

Food for thought: The Power of Packaging

Read the following article, 'Tricks of the Trade' from *Good Living* (Sydney Morning Herald, May 6, 2008) and answer the questions that follow in full sentences. This article can be found at:

<http://www.smh.com.au/news/good-living/tricks-of-the-trade/2008/05/05/1209839530921.html>

8 Good Living May 6, 2008 smh.com.au/gl

Cover story | Lissa Christopher

Tricks of the trade

There's a science to all those pretty packages filling the supermarket shelves.

Supermarkets are hotbeds of attempted seduction and rejection – mostly rejection. There are 30,000 products vying for attention in the aisles of a large outlet but only about 30 will be selected on an average shopping expedition, according to research from the British supermarket chain Tesco. What's more, shoppers commonly make product choices in less than three seconds.

Need, price and habit play significant roles in determining which products will comprise the 30 and which tens of thousands will be left languishing on the shelves. But the power of appearances shouldn't be underestimated.

In the 1940s Louis Cheskin, a US psychologist and the marketing mind behind the Marlboro cigarette man, coined the term "sensory transference" to describe the way people tend to fuse, unconsciously, the impressions made by a product's packaging with the product itself. You can blame him, in part, for the success of margarine in the US. Margarine was a fairly marginal product in North America after World War II, until Cheskin changed a brand of it from white to yellow (looks like butter), put it in foil (which was seen as a

high-quality packaging material back then) and added an image of a crown to the package (denoting cachet). Imperial brand margarine became a tasty, desirable product.

Cheskin also discovered American shoppers are attracted to circles over triangles on packaging. Why, however, remains a tantalising mystery.

Green & Black's organic chocolate is a more recent example of the power of packaging. It hit the market in Britain in

1991 and its "organic credentials and high cocoa content earned it instant niche appeal" – but it managed to capture only about 1 per cent of the chocolate market, writes David Taylor, the author of several treatises on branding and the founding partner of Brandgym. "Green & Black's was sold mainly in specialist stores and when it was in supermarkets, it was stuck in the organic section."

A decade later, branding and design

company Pearlfisher was employed to give Green & Black's a makeover. The updated packaging de-emphasised the organic message and instead promoted ideas of luxury and intense flavour. This was achieved in large part through tasty-looking wrapping in shades of brown and cream – created specially for the brand by the colour

authority Pantone – and overlaid with prestigious-looking gold and brown typography. Nothing about the chocolate itself changed but it escaped the health-food aisle and sales went mad (increasing by 700 per cent, according to Pearlfisher). The brand was snapped up by Cadbury Schweppes in 2006 for an undisclosed but undoubtedly large sum.

The sustained success of Green & Black's, however, isn't solely about pretty colours. A genuinely tasty product lies inside its tasty packaging. We humans might be susceptible to some odd and irrational mental processes, such as a heartfelt preference for circles over triangles, but that doesn't mean we're complete suckers for surfaces.

Emeritus Professor Harry Lovell, a packaging and food technology consultant and former product development manager for Cadbury Schweppes in Britain, says consumers might be enticed by putting the same old ordinary product "in a new, glossy black box with a gold stripe but at the end of the day they will find you out and if they think you've made a change that really isn't worthwhile, they will say no".

Chris Perks, managing director of Anthem Melbourne, which has worked on branding for Wolf Blass, James Bogg's and GlaxoSmithKline, has similar thoughts.

Imperial brand margarine became a tasty, desirable product.

What a difference a colour makes ... with image manipulation.

Crowded ... breakfast cereals vie for attention and the luscious looking Green & Black's. Photo: Domino Postgione







"Consumers these days are far more aware of nutritional values and ingredients than they were even 20 years ago and I think they are looking for more genuine products," he says.

But enough about authenticity. Let's get back to the pretty colours, which are, Perks says, the best and fastest way to catch a consumer's eye - followed by shape, images and, last, words. "Cadbury purple is a great example of [branding by] colour," he

A genuinely tasty product lies inside its tasty packaging.

says. "So is Whiskas purple. It's not necessarily that people will say, 'Oh, I like that colour, I'm going to buy that product' [though that can play a role]. It's more about using semiotics to help people make quick decisions and find what they're looking for."

"Given there is so much on the shelf, you are giving people a trigger to recognise the brand they're searching for. If you're looking for Cadbury, you can walk into the confectionery aisle and find it without even thinking. They can also make unexpected products that are stocked in different aisles and you

instantly recognise them as Cadbury because the colour is so powerful."

Paul Devonshire, co-director of DeMa Design, a Sydney supermarket packaging specialist whose clients have included Nestle, Andronis and Frasca, says if packaging is going to sell a product successfully, it first needs to stand out from its competitors on the shelf - but not too much. "For example, pale blue, dark blue and white tend to be associated with dairy products," he says. "If you suddenly put ice-cream in a fluorescent purple container, it might well stand out from the crowd but it might also alienate some people for not looking natural enough or not delivering on dairy cues."

These "category norms", whether they're done using colour, shape or image, also help consumers find what they're looking for. Potato-chips, for instance, have a set of norms: pink for salt and vinegar; dark blue for plain and green for chicken, for example, be they Smith's brand or Real McCoy.

Lovell is far less concerned with the selling power of packaging aesthetics than with the selling power of functional, safe and convenient packaging and he believes consumers are, too.

He says they really sit up and pay attention when a redesign adds a new

Instant recognition

Colours with clout

John West green
Maggi red and yellow
Cadbury purple
Weight Watchers pale blue
Twisties red and yellow
Whiskas pink-purple
Coca-Cola red
Sara Lee red and white
BirdsEye yellow
Lipton red and yellow



element of convenience, such as when Heinz moved from selling glass bottles of tomato sauce to plastic, squeezable containers.

Goodman Fielder's move to sell its White Wings flour in screw-top plastic jars may be another such example.

Lovell believes if manufacturers and packaging designers want their products to succeed on the shelf - which is an increasingly competitive place,

particularly with supermarket private labels moving in - they should be thinking more about the ageing of the population and shrinking households.

Typography on packaging is often too small, he says, packages are difficult to even dangerous to open, and - as an example - prepackaged portions of meat are too large for one- and two-person households, which may explain why some shoppers are returning to butchers.



CHECK YOUR UNDERSTANDING

1. According to research from the British Supermarket chain Tesco, identify how many products are vying for our attention on supermarket shelves and how many are actually selected on an average shopping expedition?

2. What THREE aspects play a significant role in determining which products will appeal to the consumer?

3. Who is Louis Cheskin? Explain the coined phrase: '*sensation transference*'.

4. What did Louis Cheskin do to margarine in the U.S to make it more of a desirable product?

5. According to Chris Perks, managing director of Anthem, Melbourne, list the best and fastest way to catch a consumer's eye in order of priority.



6. Explain what is meant by the phrase: *'Branding . . . is more about using semiotics to help people make quick decisions and find what they are looking for'*.

7. What products are the colours pale blue, dark blue and white usually associated with?

8. Explain what is meant by *'category norms'*.

9. What does Lovell have to say about the power of packaging to persuade consumers to buy?



CREATIVE TASK



Now apply the information you have acquired from your reading of this article to design your own cereal box. Ensure that you think about the following: the purpose, your intended audience, visual appeal, name, logo, colours, information, typography, etc. In your design, you should include the **front**, **side panel** and the **back** of your cereal box. You may use any medium you wish to design your cereal box. HAVE FUN!!!

Ads R Us Study Guide



CHECK YOUR UNDERSTANDING

Prologue, Chapters 1 and 2

1. Describe the events that take place in the Prologue.

2. The narrative voice changes from **third person narrative** in the Prologue to **first person narrative** in Chapters 1 and 2. Why do you think the author has done this?

3. We are introduced to a number of important characters in these opening chapters. Describe the following **characters** in detail by referring closely to the text as support:

a) **Taylor**

b) **Aunt Kara**

c) **Uncle Paul**

d) **Barrett**

- List all the cultural beliefs and customs you learn about each world in the table below. A few examples have been provided for you.

5. Read page 16 carefully and describe in your own words the philosophy of Simplicity.

[illegible]

6. A predominant **thematic concern** that is emerging from these opening chapters is **Nature vs Technology**. A **theme** is the main message or idea a text. Find two examples which best represent this theme and explain it below.

Nature

Technology



CREATIVE TASK – Persuasive poster

7. Now that you have acquired a better understanding of Simplicity, design a persuasive poster which captures its philosophy and lifestyle.

A **persuasive poster** is a large, eye-catching public notice or advertisement, which is designed to change the way people feel, think and act. They attract public interest to important social and political issues.

Your persuasive poster should include the following features:

- **Striking graphics** – images which focus the viewer's attention on an issue or person and identifies the target audience for whom the message is intended
- A **simple message** or **slogan** – of Simplicity's philosophy, using a minimum of text in large, bold print
- **Selective use of facts** – of Simplicity's lifestyle.





LANGUAGE ANALYSIS

8. You will have noticed that in these opening chapters, the author, Claire Carmichael, has used **neologisms** such as *drekdome*, *om*, *Resonic Earbud* in keeping with the futuristic setting.

Neologisms are new words or phrases which have been created to show the changes in expression, technology or ideology.

As you read *Ads R Us*, keep a thorough list of all the neologisms used. For each neologism you find, provide a definition or description in the table below. Be sure to write down the page references so you can determine its meaning from the context.

Neologism	Definition/Description
Drekdome (p 2)	
Om (p2)	
Resonic Earbud (p2)	
The Plagues (p 8)	





CHECK YOUR UNDERSTANDING

Chapters 3 and 4

1. What does Taylor's attitude towards the use of real plates and handkerchiefs tell us about the Chattering World? Support your view with close reference to the text.

2. Explain how billboards work in the Chattering World.

3. a) Review Chapter 2. What is Aunt Kara's Organisation called and what is its motto?

- b) Read page 27 carefully. What is her belief about the importance of ads?

4. Explain the significance of Taylor's comment that: *'Only a few select people could turn advertising off'* (p27).

5. Use THREE adjectives to describe how Barrett feels about leaving Simplicity. Support each adjective with specific references to these two chapters.

6. Another **thematic concern** is raised in this novel. This is evident in Uncle Paul's quotation usually used to describe his sister, Kara: *'Power tends to corrupt and, and absolute power corrupts absolutely'* (p33). What do you think is meant by this? Explain your answer with specific references to what you have learnt about Aunt Kara and her world thus far.



7. Who is Professor **Adrian Stokes** and what is his role in the advertising company?

8. According to Uncle Paul, how might advertising be used to control other people? Explain your answer by referring closely to the text.

9. a) What is the 'Ugly-D to Teen Queen' television show?

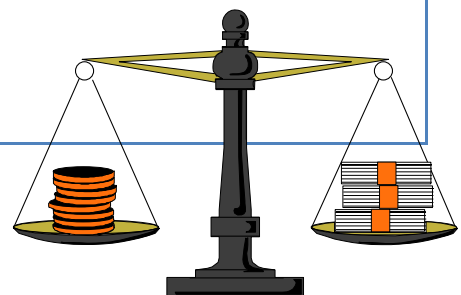
b) Read pages 35–37 carefully. How does Aunt Kara justify this TV show to Barrett?

Food for thought: The Power of Persuasion

10. Uncle Paul states that through advertising, ‘*people’s minds are controlled, their willpower sapped*’. What do you think? Refer to TWO television shows that you think serve to illustrate your view.

[illegible]

11. As Aunt Kara enters the rapid restaurant/drive-through, the attendant greets her by name and her meal is automatically debited to her account. What are the advantages and disadvantages of this society? In dot points, list these below.

Advantages**Disadvantages**



CREATIVE TASK – Television advertisement

A **television advertisement** or **commercial** is the use of moving images from a storyboard which, when combined with aural devices such as dialogue, sound effects and a captivating jingle; serve to sell a product or service to a target audience.

Compose a series of drawings to form a storyboard of 6–8 panels which advertises Cluck Cluck Chicken using the information acquired from pages 39–41 of your novel.

Remember to include only the important visual action in the panels. **Visual devices** include: characters, dramatic situations, variations of light and colour. You may use a variety of **camera shots** to do this: extreme long shot, close up shot, mid-shot, full shot, extreme close-up shot.

Aural features include voice-over, music, sounds, a clever slogan (using alliteration, or repetition or pun). Check out the following website to give you some ideas: http://hometown.aol.com/greghigh6/storyboard_design.html

Enjoy!



**CHECK YOUR UNDERSTANDING****Chapters 5, 6, 7**

1. From your reading of Chapter 6, what does Taylor think about her mother and father?

2. What is a GPS Safety Sentinel?

3. Why does Adrian want his daughter, Taylor to spy on Barrett?

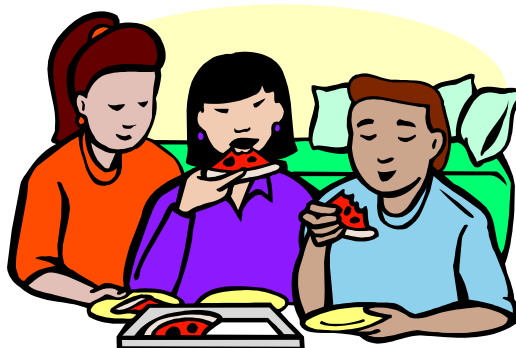
4. What do we learn about the following **characters** in these chapters?

- a) **Gabi**

b) **Eva**

c) **Acantha**

d) **Steve Rox**





RESEARCH TASK – The ‘noble savage’

5. When Adrian meets Barrett, he is intrigued by him and uses an **allusion** to describe him as a '*noble savage*' (p 60). An **allusion** is a historical, topical, mythical or biblical reference adding greater depth of description to the text.

Find out the meaning of ‘noble savage’ for each literary text that is being alluded to and write your information in the space below.

- a) Rousseau's noble savage

[illegible]

- b) Huxley's noble savage

[illegible]

6. According to Eva, why don't people in the Chattering World shake hands anymore?

7. Why does Eva seem to think that the media would take great delight if there was a Q-Plague outbreak?

8. Another **thematic concern** of **power and technology** is raised in these chapters. Explain how technology is being used in the Chattering World to control and corrupt individuals. In your response, you should consider the role of television and electronic tagging for identification.

9. When Barrett is told that he will be meeting Senator Rox for dinner, he is amused by the term 'senator'. What connotations does this term have?

**CHECK YOUR UNDERSTANDING****Chapters 8, 9, 10**

1. In point form, list all the character traits of **Senator Rox/Uncle Maynard** from these chapters.

2. What hidden motive does Uncle Maynard have for monitoring Barrett closely?

3. What does Taylor think about this task she has been given to monitor Barrett? Support your answer with close reference to Chapter 8.

4. What is Steve Rox's attitude towards Barrett?

5. Once again a **literary allusion** is used to describe Senator Rox's smile on page 84. Explain the significance of this Shakespearean quote?

6. Another **thematic concern** emerging in this novel is that of **deception**. How might this apply to Taylor? Explain your answer with specific references to the text.





CHECK YOUR UNDERSTANDING

Chapters 11, 12, 13

- Chapter 11 opens with a description of Barrett's first day at Fysher-Platt Academy, where he is startled to learn some of the misguided values of the Chattering World. Describe Barrett's attitude to the following:

Huge garden

Water fountains

Behaviour of the students

Security and teaching staff as 'nons'

The tight control of all information

-
- How do companies use school students to endorse their products?



FOOD FOR THOUGHT: The power of persuasion

3. What potential problems do you see with this form of advertising? List these below.

4. Chapter 12 introduces another important **thematic concern** – that of **peer pressure**. Discuss, with close reference to the text.

5. Barrett is given an anaesthetic at the dentist without his permission and has had a Safety Sentinel inserted in his wrist to establish his exact location at any given moment. What impact is technology having over humanity in the Chattering World?





CHECK YOUR UNDERSTANDING

Chapters 14, 15, 16

1. Explain how the news and advertising are closely linked.

2. Why is Barrett made to sit the entrance exams?

3. Mrs Ives' lesson in Corporations and Culture raises another **thematic concern** about **loss of privacy**. Discuss this idea with specific reference to the text.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

4. Explain how Acantha's description of **Mr Dunne** as '*iconoclastic*' (p138) is appropriate.

5. What is ADA and what is its intended purpose?

6. What criticisms are made by ADA about Aunt Kara's Ads-4-Life Council and Senator Maynard Rox?



**CHAPTERS 17 – 26 CORE WRITING TASKS & ACTIVITIES**

By now you should have read the novel in its entirety. Complete the following writing tasks and activities in order to gain a thorough understanding of the novel and its key concerns.

1. **PLOT SUMMARY – Listing the main events**

In dot points, list in chronological order the main events that occur until the conclusion of the novel.



RESEARCH TASK – the Hitler Youth

2. a) Read pages 246 and 247 carefully and explain what 'UnderThought' is and how it relates to the Hitler Youth.

- b) Research the Hitler Youth to find out some interesting facts about the following:

- How the Education system was changed to indoctrinate school children
- Compulsory organisations and activities for children outside of school
- Statistics of Hitler Youth members between the period of 1932 – 1939
- Propaganda through the press, radio, cinema, literature, the theatre, music and fine arts.

3. IMAGINATIVE RECREATION – Letter

You are Barrett. Write a letter to your friends back in Simplicity describing your experiences in the Chattering World. Your letter should be typed up and correctly formatted. Be sure to use language that is appropriate to Barrett's age and intelligence. Here is a checklist of some of the main events to include:

- ☐ your first couple of days at school
- ☐ your experiences at Shoppaganza
- ☐ your bedroom in Aunt Kara's house
- ☐ what you think about your cousin Taylor
- ☐ your opinions of Steve Rox and Senator Maynard
- ☐ what you learn about the power of advertising in the Chattering World



4. LINKING THE CHARACTERS TO THE THEMATIC CONCERNS

Obviously in a didactic novel like this, characters are representations or embodiments of themes, values or issues the author is trying to explore. Often, these values and characters are conflicting. Settings can also be used as symbols against which the characters move and against which we judge their moral and ethical standards. To this end, provide a character profile of the main characters, aligning them to themes, values and issues they represent.

Use the following tables as a starting point to create your own table on character, themes and setting.

Character	Character Traits	Textual evidence	Theme/s which they represent	Your explanation

Setting	Description of setting	Textual evidence	Theme/s concerns which they represent	Your explanation



DEBATE TOPICS

5. The novel obviously raises some controversial ideas about the power of the media through advertising. In teams of three or four, debate the following topics that relate to the ideas of the novel:

- That advertising should be banned
- That parents should have the right to use personal tracking devices on their children
- That only members of the Elite Crowd should profit from company endorsements
- That it should be against the law to criticise corporations and companies
- That personal privacy is a selfish desire
- That advertising should be tailored to your personal needs
- That politicians have the right to indoctrinate the young