

# ➤ ANALYSIS OF VOLUNTEER MEDIA/ADVERTISING

Target Group: **Year 7**

Australian Curriculum Reference: **English**

## Expressing and developing ideas

- + Analyse how point of view is generated in visual texts by means of choices, for example gaze, angle and social distance (ACELA1764).

## LESSON SUMMARY

- + Students explore the ways in which volunteer associations and organisational groups use advertising to promote awareness and gain support.
- + Students will analyse the effectiveness of current media/advertising texts in engaging youth to volunteer.
- + Students will work in groups to create a poster encouraging youth to volunteer, and a film advertisement will be created later in the term.

## LESSON CONTENT AND METHODOLOGY

- + Students look at the two examples of advertisements for volunteering provided by the teacher (see Worksheet 1 in the *Resources* section) and find three examples of their own. Using these as the stimulus material, the teacher will lead a student discussion asking questions such as the following.
  - + What is advertising?
  - + What is the purpose of advertising?
  - + What do you think volunteer organisations advertise?
  - + What kinds of volunteer organisation advertising have you seen?
  - + Do you think the organisations were successful in selling the 'product'?
- + Look at two texts in particular (choose from the five already selected above) and engage the students in a discussion, asking questions such as the following.
  - + How does each text engage you as a young person?
  - + Is the advertising suitable for all ages, or do you think that it has a specific target audience?
  - + How is an individual's point of view expressed in the text?
  - + Does it appeal to you? Why? Why not?

- + Students read the Victorian Government article *Writing Volunteer Advertisements*:  
[www.volunteer.vic.gov.au/manage-your-volunteers/attracting-and-recruiting/writing-volunteer-advertisements](http://www.volunteer.vic.gov.au/manage-your-volunteers/attracting-and-recruiting/writing-volunteer-advertisements)  
Students answer the following question: *What things do you have to keep in mind if you are designing an advertisement for volunteers?*
- + Organise students into groups. For the remainder of the lesson groups are to work together to create a poster advertising volunteer work for youth. Students need to discuss what the volunteer role will be and which organisation it will be attached to.
- + Students will create a television advertisement later in the term that will support the poster.

## ASSESSMENT

- + Formative assessment of students will take place throughout the lesson, such as involvement in discussion, engagement with the texts and cohesive group work.

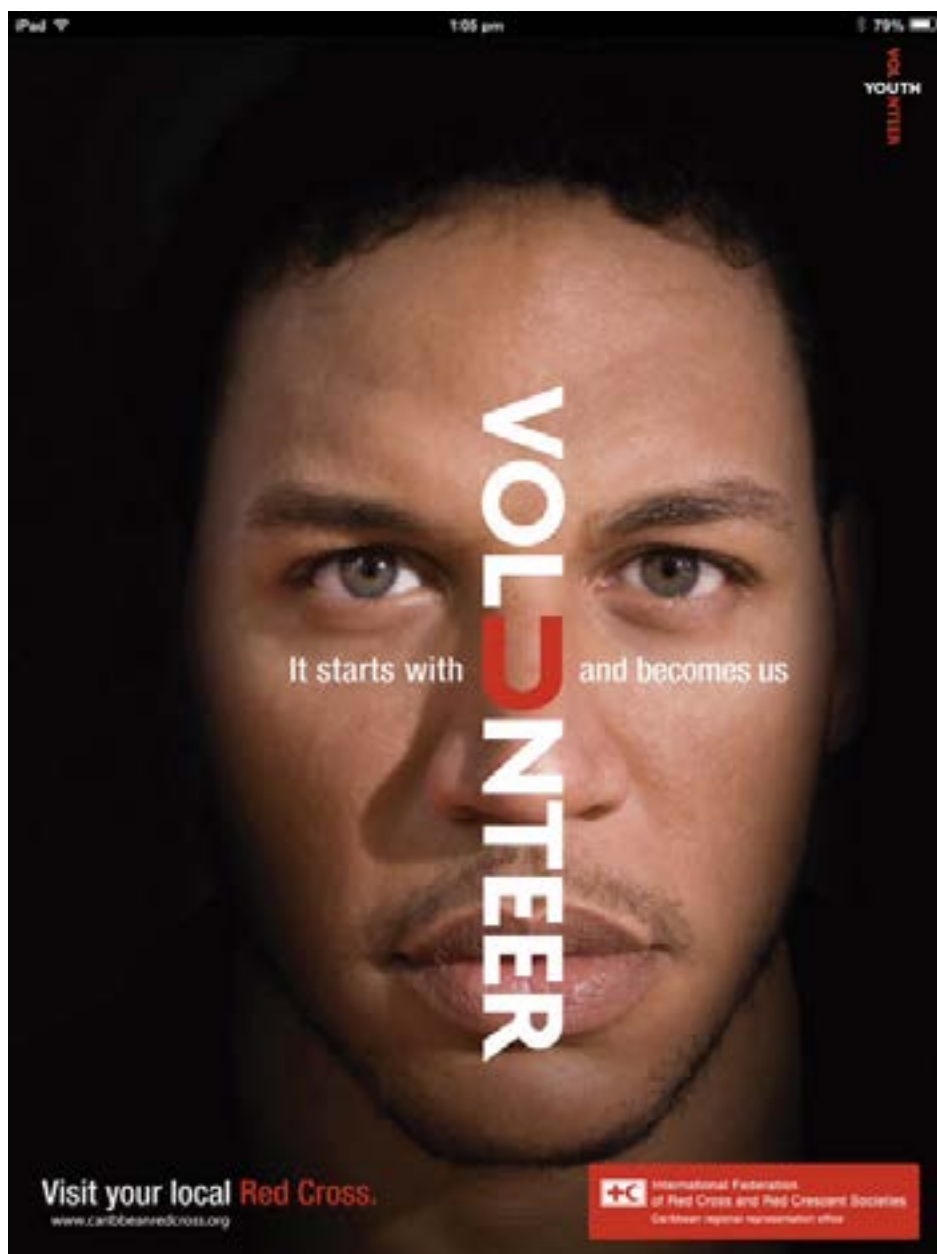
## RESOURCES

- + Worksheet 1: Sample volunteering advertisements and suggested websites
- + Writing volunteer advertisements:  
[www.volunteer.vic.gov.au/manage-your-volunteers/attracting-and-recruiting/writing-volunteer-advertisements](http://www.volunteer.vic.gov.au/manage-your-volunteers/attracting-and-recruiting/writing-volunteer-advertisements)

## WORKSHEET 1

Sample volunteering advertisements and suggested websites





## ACTIVITY

Look at some of the sites below to find your own examples of volunteering advertisements, or research other organisational sites. You can also use print media examples.

- + World Vision: Just like us: [www.youtube.com/watch?v=f2ne3QvLtrk](http://www.youtube.com/watch?v=f2ne3QvLtrk)
- + Lions Australia: Australia wants 2 more hands: [www.youtube.com/watch?v=l2cPZ1p9hcc](http://www.youtube.com/watch?v=l2cPZ1p9hcc)
- + Smith Family: Every child deserves an equal chance: [www.youtube.com/watch?v=R2VbGM6s2gk](http://www.youtube.com/watch?v=R2VbGM6s2gk)
- + Volunteering Australia: [www.volunteeringaustralia.org](http://www.volunteeringaustralia.org)
- + Go Volunteer: [www.govolunteer.com.au](http://www.govolunteer.com.au)
- + Seek Volunteer: [www.volunteer.com.au](http://www.volunteer.com.au)
- + Youth off the Streets: [www.youthoffthestreets.com.au/Volunteering#.VRy\\_UI7sRVd](http://www.youthoffthestreets.com.au/Volunteering#.VRy_UI7sRVd)