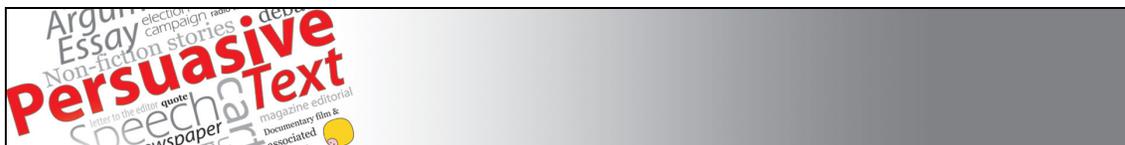


Year 9: Persuasive text



Clip: *Casa de Evil*

Synopsis: The Casa de Evil is a health spa for comic style bad guys. This clip is a spoof for a television commercial. The decaying film stock, self consciously low budget costumes, and faux Spanish phrases like '*super villanos*' provide the comedic flavour. The advertisement promises that super villains can get into shape while on vacation and use the '*mucho equipmentes*' at the site. It ends with the tagline, 'Come to Casa de Evil 'cause evil deserves to relax'.

In newspapers, stories are usually 'anchored' by images and cartoons. Often the images act as a guide to the position that the newspaper has decided to take on the issue. In advertising, the combination of visual images and language is one of the most crucial elements. Editorials and sometimes letters to the editor are often matched with a cartoon. Print, television, billboard, and poster advertisements usually present text anchored by visual image/s. Thus the visual element of the persuasive voice should be explored. The advertisement for Casa de Evil connects the images with the persuasive marketing language.

Curriculum links:

- [Australian Curriculum for English](#)
- [Naplan 2011](#)
- [VELS](#)

Activity: Persuasive language for role play

1. As a warm up activity, develop a list of interesting/memorable television commercials with the students. They are to assess the style and representation of each of the commercials on the list, for example, humour, drama, scientific, informational, abstract, etc. Ask students to assess the different slogans in each commercial and analyse the use of words and their meaning. Survey the class to see which they like and feel are the more successful marketing devices.
2. View the clip, *Casa de Evil*, and ask students to complete the questions and activities on the Student Activity Sheet: 9.8. You may need to screen the clip more than once. This commercial is a parody. Explore the concept of parody with the class and ask students to analyse what they feel is funny about the commercial.
3. As a class, consider how the television commercial for *Casa de Evil* was produced. Particularly look at the sequence of shots, the choice of music, costume/make up, references, shot angles, narration and sound. Divide students into small groups of four and have students deconstruct the sequence of action in the clip, *Casa de Evil*, and storyboard it. They are to notate how the producers have provided information about the resort and how they attract attention.
4. While in their small groups, students are to design and create their own ideas for another commercial that would advertise *Casa de Good*. Ask students to act out the commercial for the class or film theirs as a commercial. The students should also develop a script for the narration of the commercial.

Download

Student Activity Sheet: 9.8

Useful resources

- Honeysuckle cottages, Holiday and accommodation reviews and ratings: <http://www.honeysucklecottages.com.au/websites/holiday-and-accommodation-reviews-and-ratings.html>
- Kimberley trip reports: <http://www.kimberleyaustralia.com/kimberley-trip-reports.html>
- Ad lay-out and design concepts, 5 Step Formula Based on Work of David Ogilvy: <http://desktoppub.about.com/od/ads/ss/ogilvy.htm>
- 50+ Great examples of creative print advertisement design: <http://aext.net/2010/06/creative-print-advertisement-designs/>



Student Activity Sheet: 9.8

Persuasive language for role play

Clip: Casa de Evil

Name:

CLASS:

1. The clip is a parody. What is the meaning of 'parody'?

2. We read the Casa de Evil advertisement as being funny. Describe what you find funny about the following parts of the advertisement?

The title:

The characters:

The hotel (setting):

The narration:

The music:

3. In your group, storyboard how the *Casa de Evil* commercial was produced. Look at the title, opening/closing scenes, settings, camera angles, characters and their actions, narrative, music and pace of the production. Identify the cinematic devices used to sell the resort to the audience.

and

4. In your small groups, develop and produce your own scripted commercial for the resort, *Casa de Good*. As a group you should incorporate ideas for the filming by storyboarding the production, using costumes, props and makeup, sound/music and narration. Either perform the commercial for the class, or film and display it for them. Present a developed script for the narration of the commercial.

Practice your ideas here:

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Scene 1:

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Scene 3

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Scene 5:

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Scene 7:

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Scene 2:

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Scene 4:

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Scene 6:

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Scene 8: