

FORM 5 ENGLISH

11th April 2022

Greetings to you Form 5 students and I welcome you to our English class. Our topic for today is MULTIMEDIA. The learning outcome is that, at the end of this lesson you can be able to define the word multimedia and some other words related to it.

Fanau F/5 malo 'etau a'usia e fu'u taimi faingata'a ko eni. 'Amanaki pe 'oku mou tokanga 'o ako ho'omou lesoni. Ko e topic ko eni te tau kamata'i ko e takiekina ia ki he 'uluaki IA. Te u ngaue'aki pe lea fakaTonga mo e English ke mahino atu kiate kimoutolu.

1. **Multi** - means many ways
Media - is a way of doing things
 - a way of communication*different types of media includes:*
 - Television
 - Internet
 - Radio
 - Newspaper
 - Telephone etc.
2. **Communicate/fetu'utaki (verb)** – if you communicate with someone, you give him/her information, or you convey or pass on information for example by speaking, writing, broadcasting etc.
3. **Communication(noun)** – the act of communicating or the system or process that is used to communicate or broadcast information.
4. **Inform/tala pe fakahinohino (verb)** – to tell or to instruct. If you inform someone of something, you tell them about it.
5. **Information (noun)** – knowledge that is passed to others. If you have information about a particular thing, you know something about it.
6. **Print Media** – it is a kind of communication you can be able to read, hear or to see a message.

ACTIVITY

Now form 6, I want you to learn the spelling of the words that we have talked about previously (before). Next, I want you to define those words according to your understanding.

1. Multimedia:
2. Communicate
3. Communication
4. Inform
5. Information
6. Print Media

You are required to learn the spelling of the words above as well as their meanings.

Now we will continue on to study another type of media which is ADVERTISEMENT. At the end of the lesson, you can be able to define the words advertisement, announce, announcement, product and target audience.

1. **Advertisement**- It is an announcement on TV, on the radio, in a newspaper, poster, billboard telling the people about a product.
2. **Announce (verb)** – if you announce something you tell the people about it publicly or officially.
3. **Announcement** – it is a public statement which gives information about something happened. The announcement of something to do with advertisement is the act of telling the people about the product.
4. **Product** – A product is something that is produced (ngaohi pe fa'u) and sold in large quantities or advertise in newspapers, radio, posters TV, Billboard etc.
5. **Target Audience** – The people whom the advertisement is aimed at. Ko e kakai ia 'oku taumu'a ki ai pe fakatefito ki ai e fo'i tu'uaki.

ACTIVITY

Spell the following words and give their meanings.

1. Advertise:
2. Advertisement:
3. Announce:
4. Announcement:
5. Product:
6. Target audience:

You are required to learn the spelling of the words given as well as their meanings.

(Fiema'u ke ako e sipela 'o e ngaahi fo'i lea 'i 'olunga mo 'enau 'uhinga)

ADVERTISING STUDY

There are THREE parts to an advertisement.

- a) **The HEADLINE** – this is the main phrase in the biggest/BOLDEST PRINT. This must catch your attention. This makes the statement/ asks the question/ holds the main idea of the advertisement.
- b) **The SUB-HEAD** – this must make you want to read on- this extends/ develops/ answers the Headline. (not all ads have this)
- c) **The BODY COPY** – this must give you the info – and make you want to buy the product. This is the small writing- the text of the ad.

NB – many ads have details such as the address etc. in very small print at the Very bottom of the page.

To make their advertisements effective advertisers use some of the following techniques.

VISUAL FEATURES:

These are all the things that you can see in the advertisement.

1. **Use of color:** colors are used for several reasons:
 - To attract attention – using bold/bright colors e.g. Red for Coke
 - Contrasting colors – to make something stand out e.g. A headline
 - To build up the tone / emotion of the images as some colors relate to certain emotions eg. blue = sadness, black for fear, pink for romance
 - Negative images – white or black
2. **Lettering:** The size, color boldness and placing of words and phrases gives them their importance.
 - Size – the larger the lettering is the more important they are – makes the Headline or slogan stand out – highlights the main ideas
 - Color/ boldness to make words stand out
 - Font/ style – different fonts re-inforce certain – ideas – e.g. some styles look romantic/serious/official/old fashioned/funny and some letters can be styled to give ideas
3. **Dominant images:** This is the main picture – it is larger and usually in the center of the ad. This picture/image will relate to and re-inforce the main idea of the ad.
4. **Illustrations:** pictures/ cartoon/ photos – often you will find a photo of the product somewhere on the page – to show you what to look for – to buy
5. **Borders:** used to draw people eyes in – often used as cultural symbols
6. **Symbols:** common signs e.g. – for love  for Christianity  white = purity
7. **Logos:** these are small visual symbols that some companies use to represent themselves – these are easy to recognize and usually show a main idea or message about that company e.g. NIKE
8. **Layout:** all things are carefully placed on the page to bring out certain ideas – even empty space is there for a reason.

VERBAL FEATURES

This relates to the words and meaning of the advertisement – advertisements tend to be in a informal style.

- 1) **SLOGAN:** This is a short easily remembered phrase that is used repeatedly in connection to a product. E.g. “Just do it!” = NIKE
- 2) **ALLITERATION:** Often used to make keywords stand out in the ad. So that you will remember the words and the idea.
- 3) **REPETITION** – key words are repeated to reinforce key ideas in the ad. Often the product name is repeated throughout the advertisement.
- 4) **LISTING** – designed to show all the options not provided by other products (e.g. a pool, restaurant, three bars, a gym....)
- 5) **ACRONYMS** – the first letters of each word (e.g. ANZAC) to make it shorter, simpler, easier and more informal.
- 6) **RHYME** – repetition of the ending sounds of words to highlight the key words and to make ideas memorable.
- 7) **SLANG** – Use of informal words, ‘street talks’ understood by most or only by certain groups, like teenagers in gangs. It is used to make readers feel like one of their peers is speaking.
- 8) **JARGON** – special words associated with particular subject (e.g. ‘bytes’, RAM, ‘hard drive’ are computer related jargon). Use to make the sellers seem experts in their field.
- 9) **PUNS** – these are words or phrases with double meaning often humorous. It is designed to interest readers, encourages people to read on and see what is really meant.
- 10) **SUPERLATIVES** – Words that indicate something is at the top (e.g. best, fastest, most useful etc...) They are used to make a product seems like it is the best.
- 11) **RHETORICAL QUESTION** – unanswerable questions or questions with an obvious answer. They are used to make readers focus on certain ideas and think in a certain way.
- 12) **COMMANDS OR IMPERATIVES** – phrases that command you what to do or how to act. They are used to make you do things the adviser wants. Often found at the end of the ad.
- 13) **USE OF ADJECTIVES** – Using describing words often several adjectives are strung together in long adjective phrases. They are used to show all positive aspects of a product with a small number of words.
- 14) **NEOLOGISMS** – These are new words made by combining two existing words (e.g. Greenpeace) or parts of existing words (e.g., Sedacap = sedative+capsules).
- 15) **PERSONAL OR CELEBRITY ENDORSEMENT** – A famous person supporting a product. They are used to attract the people to buy the product because it is used by a celebrity.
- 16) **STATISTICS AND FACTS** – scientific data, often including numbers. Designed to make the product seems well researched and its makers are experts in the field.
- 17) **EMOTIVE WORDS** – words with strong emotional ties (e.g. ‘home’ instead of ‘house’). This is used to attach positive feelings to a product.
- 18) **MINOR SENTENCES** – understandable but incomplete (no verb) sentences with main ideas (e.g. ‘fast and reliable’). Used to make adverbs easy to read.

ACTIVITY

Use the given Advertisement to answer the following questions. The advertising study will help you, meaning for the features in the Advertising study.

Service advertisement

The advertisement is for 'Mobile Wash' carpet and upholstery cleaning. It features a white van with the company name and services listed on its side. The text includes 'LICENSED • BONDED • INSURED' at the top, followed by 'Mobile Wash' in large letters and 'carpet / upholstery cleaning' below it. A yellow starburst on the left says 'Don't Delay!' and one on the right says 'Call Today!'. Below the main title, it says 'Same Day / Emergency Service'. Two yellow ovals highlight 'No Hidden Charges!' and 'We Also Offer!'. A list of services is provided, including Pre-Spray, Pet Spot/Odor Treatment, Hot Water Extraction, Enzyme Deodorizing, High Quality All Fiber Rinse, No Extra Fees!, 7 Days A Week!, Same Day/Emergency Service, Flood Damage Service, Teflon Protection, Area Rugs, Gift Certificates!, Monthly Specials!, and Referral Discounts!. At the bottom, it says 'CALL NOW! 503.750.7122' and 'WWW.PDXMOBILEWASH.COM'. There are also logos for 'SERVICEMASTER' and 'IIC'.

1. Identify the product or service advertised. (Fakahaa'i mai 'a e koloa pe fo'i ngaue 'oku tu'uaki)

2. Identify the target audience. (fakahaa'i mai pe 'oku taumu'a e fo'i tu'uaki kia hai)

3. Identify the type of image the advertiser is promoting. (Fakahaa'i mai pe koe ha e fa'ahinga 'imisi (pe fakatata) 'oku hanga 'e he kau faitu'uaki(advertiser) 'o ngaue'aki ke tokoni ki he manakoa e fo'i ngaue pe ko e koloa.

4. Describe the main idea presented. (Fakamatala'i mai pe ko e ha e fo'i tefito'l fakakaukau 'oku fakahoko mai he fo'i tu'uaki.

5. Identify the headline. (Fakahaa'i mai e headline)

6. A) Give an example of imperative or command used in the advertisement. ('Omi ha fo'i fakatata 'e taha 'o e imperative pe command 'oku ngaue'aki he tu'uaki.

B) What is the good effect of using that feature? (Koe ha hono ola lelei hono ngaue'aki 'a e fo'i konga mahu'inga ko ia feature)

7. Explain the effectiveness of ONE Non-verbal feature used. (Fakamatala'i 'a e ola 'o hono ngaue'aki e fo'i Non-verbal feature 'e taha.
