



ADVERTISEMENT

TAKE CONTROL OF YOUR ASTHMA

Breathe easy, cuz

Ever have any of these symptoms?
Wheezing?
Coughing a lot, especially at night?
Feeling tight in the chest?

You could have asthma.

If it's not treated, asthma can be life-threatening.
But with the right treatment, people with asthma can live an active, healthy life.

"My doctor showed me how to manage my asthma. Why don't you speak to your doctor or Aboriginal Health Worker today? Once you know how to manage your asthma you can breathe easy, cuz."

For more information, head to www.australia.gov.au/asthma or call 1800 020 613.



Australian Government

Authorised by the Australian Government, Capital Hill, Canberra



PREPARATION BEFORE READING

This advertisement uses popular AFL player Lance Franklin to “sell” the idea of managing asthma effectively. It uses visual information, colloquial language (everyday speech), questions, statements and direct quotes to persuade readers to take control of their asthma.

ACTIVITY 1: VISUAL INFORMATION

Look at the graphics on this page:

- central photograph of Hawthorn star Lance Franklin in action
- smaller photograph of Lance Franklin
- cover of Asthma Action Plan pamphlet
- Australian Government logo.

What information does each of these graphics convey to the reader?

Comment on what is shown in each graphic, body language and facial expressions, colours, how the pictures create movement etc

- Photographs of Lance Franklin

- Cover of Asthma Action Plan pamphlet

- Australian Government logo



ACTIVITY 2: DECONSTRUCTING ADVERTISEMENTS

Advertisements usually have four main parts: They

- grab attention;
- make it interesting to a target audience;
- create some desire in the reader's mind – make readers want something;
- influence the reader to take an action.

1. Explain how this ad grabs the reader's attention.

2. Who is the target audience?

How does the ad create interest for this target group?

3. What do readers want from this ad?

4. What action are readers invited to take?

ACTIVITY 3: LANGUAGE FEATURES

1. List two questions asked in this ad.

2. List two statements used in this ad.



3. What words have been directly quoted from Lance Franklin?

4. Why is "Breathe easy cuz" repeated in this ad?

ACTIVITY 4: WRITING AN AD

Choose your favourite sports player or an influential person in our society.

Write an ad that features this person to persuade readers to "take control of their asthma."

Include pictures of this person and quotes to persuade readers to take their advice.

Remember to include the four basic elements of an effective ad (AIDA).