

Issue 110

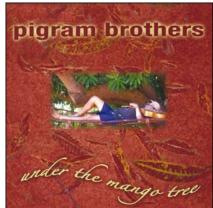
Years 9-10

Recer Bar

PIGRAM BROTHERS UNDER THE MANGO TREE

DV167 \$32.99

The original saltwater sound of the music of the Pigram Brothers defines their mythical birthplace of Broome, and is embedded into the ancient Kimberley landscape. The seven brothers have produced exceptional original music, delivering an infectious mix of earthy



harmonies and acoustic stringed instruments, bringing to life songs about their saltwater lifestyle and homeland. In February, Alan and Stephen Pigram were inducted into the West Australian Music Industry Hall of Fame – the first Aboriginal people to receive that honour.



(DV153) URSULA YOVICH SKETCHES

\$16.99

Ursula's first album, albeit an EP, doesn't disappoint. There are five songs on the CD written and or co-written by Ursula, which display various facets of her wonderful vocal skills and heartfelt emotions. This album deserves to succeed and in so doing expose Ursula as a major talent.



(DV146) DREWZ ONE GENERATION FROM A WARRIOR

\$32.99

Andrew Namok (aka Drewz) offers a wonderful debut album here. The singer/songwriter member combines a variety of sounds, including reggae, soul, funk, Island pop and Creole rap. Most songs are originals, with covers of Boz Scaggs' *Lowdown* and Third World's *Now That We've Found Love* thrown in. Listen up!



(DV152) LETTERSTICK BAND DIYAMA

\$32.99

Diyama is Letterstick's second album and is a collection of new material and older songs. They are sung in traditional Burarra language and the album is a tribute to two former original band members who have passed away. It's easy on the ear and has many influences, from the Gypsy Kings to Jose Feliciano. Diyama displays the entire band' talents and is an album which will delight the listener.



(DV143) JIMMY LITTLE PASSAGE

\$ 32.90

This double CD anthology of Jimmy's recordings and remarkable career, ranges from 1959 to 2001. *Passage* is a selection of Jimmy's personal favourites, dating back to his earliest recording, including *Royal Telephone*. The compilation also takes in his musical rebirth, with highlights from recent albums *Messenger* and *Resonate*.

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ACTIVITY 1: READING FOR MEANING

Circle the correct answer:

- 1. What is the main purpose of the advertisement?
- a. to persuade people to buy the CDs
- b. to review several CDs available through Deadly Sounds and to offer readers a mail order purchasing service
- c. to entertain readers
- d. to tell a story
- **2.** What does "an infectious mix of earthy harmonies and acoustic stringed instruments" mean"?

3. What are some words that are used to persuade readers to buy Ursula Yovich's *Sketches* CD?

eg. "doesn't disappoint"

- **4.** What type of music would you expect to hear on *One Generation from a Warrior*?
- **5.** Who would be the target audience for Jimmy Little's new CD *Passage*?

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ACTIVITY 2: UNDERSTANDING LANGUAGE

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- 1. "Listen up!" is an example of
- a. metaphor
- b. imperative
- c. technical / specialised language
- d. personification
- **2.** What is the main purpose for including pictures of the CD covers on this page?

ACTIVITY 3: DECONSTRUCTING ADVERTISEMENTS

Writing an ad is based on AIDA theory:

- Get Attention.
- · Make it Interesting
- Let it produce **D**esire in the reader's mind
- Influence the reader to take an **A**ction.

Explain how each of these elements are used on page 22.

Attention		
Interest		
Desire		
Action		

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ACTIVITY 5: WRITING AN AD

Choose your favourite CD. Think of the type of music (genre), the featured
songs and the most important information about the singers and songwriters

What is the most appealing feature of the CD?

Write an ad that persuades others to listen to the CD.

Include quotes from critics, an overall rating and visuals.

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