

Grade 9 Art & Culture Worksheet

Music in advertisements

Part One: Advertisements on television

If you have access to television during class time, watch a few advertisements, focussing on the way music is used in the adverts.

Now turn down the sound and watch the adverts. What impact does the music have on the advert?

Your teacher will facilitate a class discussion in which you will have an opportunity to share your views on music in advertising.

Part Two: Complete a worksheet as a group

Your teacher will place you into groups.

Each group must select a television advertisement in which music is played.

Complete the following worksheet as a group.

1. What product is being advertised? [1]
2. Describe the music that is used in this advert. [4]
3. What role does the music play on the advert? [2]
4. Does the music enhance the advert, or would the advert be just as successful without the music? Give reasons. [4]
5. If you heard the music played somewhere, would you associate it with the advert? Why? Why not? [3]
6. Is the music stereotypical of any group of people or any practice? Explain. [4]
7. What do you think the director's aim was in using that particular piece of music in the advert? [2]

[20 marks]

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Part Three: Create and present your own advertisement as a group.

Your group must select a typically South African product to advertise.

What music would you use to advertise this product?

Why have you made this choice?

You are going to present your ideas to the class. Be as creative as possible! It is important that the class sees the product and hears your choice of music. You may compose your own music if you like!

[16 marks]

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Rubric to assess presentation

Criteria	Level 4 [4]	Level 3 [3]	Level 2 [2]	Level 1 [1]
Group participation	Outstanding contribution to the class discussion and the group's presentation.	Good contribution to the class discussion and the group's presentation.	Satisfactory contribution to the class discussion and the group's presentation.	Poor contribution to the class discussion and the group's presentation.
Choice of product	Typically South African, well chosen for the task.	Largely South African, fairly well chosen for the task.	South African in a limited way, not terribly well chosen for the task.	Not South African, not well chosen for the task.
Choice of music	Outstanding choice of music, appropriate and able to express meaning and atmosphere very well.	Good choice of music, appropriate and able to express meaning and atmosphere well.	Satisfactory choice of music, fairly appropriate and able to express meaning and atmosphere fairly well.	Poor choice of music, not very appropriate and unable to express meaning and atmosphere well.
Presentation	Creative and dynamic presentation which explained group's choices extremely well.	Good presentation which explained group's choices well.	Satisfactory presentation which explained group's choices fairly well.	Poor presentation which did not explain group's choices.

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Suggested Solutions

If possible, tape a few television advertisements for reviewing during Part One and for reference for the rest of the time.

Question number	Possible marks	Solution
1	none	Facilitate the discussion and observe individuals for participation and contribution.
2	20	Group responses will differ depending on the advertisement chosen and the subjective response to the advert.
3	16	See rubric in Appendix of Assessment Tools.

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