Unit 2

Vame:			
Date:			

Comparing and Contrasting

Comparing:

scripts		with	advertising	
		Alike		
	may tell a s	torv		
		ng to sell someth	ing	
	/			

- more text (especially dialogue)
- no predetermined visual aspect: it is a written description to be interpreted by actors
- dialogue may include oral advertising
- stage directions may include visual advertising

Different

- less text
- visual images are an important part
- focus is on selling something
- oral advertising may be found in a script
- visual advertising may be included in stage directions on the set