

Hailey's 3.4 Visual Response Plan

A note from Hailey: I used an image called "Exercise Your Options", on page 174 in Between the Lines 11. Because I'm a linear thinker, I used a straightforward outline in response to what ideas and impressions about theme does the advertisement suggest to me?



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This is a good idea because you're preparing your reader for your analysis. Keep it brief when you actually write it. Point out main features you connect with most.

Having a short topic description is a good way to lead into your theme or main idea. Again, keep this brief. In an introduction, always set the direction of the discussion for your reader.

Introduction

- a. Hook — Describe Ad briefly (what it looks like, what the message is, and what's **going on**)
 - "Exercise your options" is main text on a white banner
 - four squares of colour below (red, orange, yellow, blue)
 - Each square has a solid white figure or icon of a **man** and a piece of technology
 - Final message: "healthy mind lives in a healthy body"
- b. Topic to discuss — Mental and physical exercise- how ideas and elements in the ad contribute to the overall theme of the **ad**
- c. Theme/Main idea — Full potential of an individual is obtainable in finding a balance between physical and mental activity (one must be present with the other for balance).

Is the gender of the figure in the ad significant?

Discussion

This seems like evidence to support an idea, not an idea by itself.

- a. Idea 1 — Reaching our full potential
 - Words in ad "your options" remind me of future planning or individual potential to be achieved, - Idea of keeping options open
 - Exercise of body and mind is a good way to reach our "potential" now and in the future
 - Lots of options available to an individual for life-long **fitness**

Combine these notes to form one idea. Avoid complicated ideas by choosing the strongest of the three (the one you can write most about).

Evidence and Explanation:

- "Icon" idea of the athlete figure—message applies to anyone or everyone male (like a "fill in the blank" for any male to insert themselves as an example.
- **Negative aspect: the man's body type is not specifically applicable to most people. He has a muscular and athletic body, which is not the majority.**
- His physical actions represent the physical side
- Computer, TV, laptop= represent the mental side (learning, mental stimulation)
- Different sports shown by white figure—discus, hurdles, gymnastics—all balance-based activities

Is this relevant to your main idea? Be specific with your choice of evidence. You have much to choose from here, which is good, but choose only details that support your idea.

b. Idea 2- Balance is important

- Avoid couch-potato behaviour
- Image of technology being used as a tool or prop for an activity or being treated as a hurdle for fitness (throwing it away, overcoming it, side-stepping it?)—pairing of physical and mental activity here—both equally important?

I like your observation about the large title text with your first idea and symbols and smaller text with your second idea. They present different aspects of your theme: good tactic!

Evidence & Explanation:

- "Healthy mind lives in a healthy body"
- Could be speaking out about rejection of too much screen-time in front of tv, computer, etc.
- Images of white figure, and the mood given by each image—dynamic warm colours
- Overall composition of ad is simple- solutions for balance are simple?

Conclusion

Recap - Talked about people reaching full potential, balance in activities important

Re-Emphasis - Our potential for living our lives well, is to have balance present in our daily activities, no matter our choices (as long as we make conscious choices to pursue balance)







Concluding statement

- A universal message about the need to have balance in our lives as far as physical and mental wellbeing.
- Idea of balance applies to more than just exercise (work, play, relationships, and more)

Works Cited

Diaz, Maria. "Manipulation of Teenagers through Advertising: A Critical Discourse Approach", *Journal of Applied Linguistics and Languages*, Vol. 6 (2011), University of Valencia, June 12, 2012. http://www.upv.es/dla_revista/docs/art2011/02_RDLAn6_AlcantudDiaz_Maria.pdf

Hailey's 3.4 Visual Response: Plan Assessment

Value	Plan
 Excellent	<input type="checkbox"/> You demonstrate a <i>perceptive</i> idea of theme in the image. <input type="checkbox"/> You demonstrate <i>skilful</i> organization of ideas and introductory and/or concluding elements. <input type="checkbox"/> You choose <i>purposeful</i> supporting details to defend your main idea.
 Proficient	<input type="checkbox"/> You demonstrate a <i>well-considered</i> idea of theme in the image. <input checked="" type="checkbox"/> You demonstrate <i>effective</i> organization and introductory and/or concluding elements. <input checked="" type="checkbox"/> You choose <i>well-defined</i> supporting details to defend your main idea.
 Satisfactory	<input checked="" type="checkbox"/> You demonstrate a <i>conventional</i> idea of the theme in the image. <input type="checkbox"/> You demonstrate <i>appropriate</i> organization and introductory and/or concluding elements. <input type="checkbox"/> You choose <i>clear</i> supporting details to defend your main idea.
 Limited	<input type="checkbox"/> You demonstrate a <i>vague</i> or <i>uncertain</i> idea of theme in the image. <input type="checkbox"/> You demonstrate <i>uncertain</i> or <i>confused</i> organization and introductory and/or concluding elements. <input type="checkbox"/> You choose <i>inappropriate</i> or <i>unclear</i> details to defend your main idea.
 Resubmission Needed	<p>Your attempt to respond is <i>insufficient</i>. Contact your teacher to discuss suggestions for improvement and resubmission of your work.</p>
TOTAL: 11.5/15 = 77%	
 Assessment	<p>Areas of strength: Hailey, you understand clearly the image and how details contribute to a theme. Your detailed information will provide significant direction for your written response in the next workbook!</p> <p>Might I suggest . . . Be more decisive about your discussion ideas. You have a good start with your organization, but form your single ideas into one or two specific sentences. Check supporting details and/or evidence carefully, using only details that support each idea specifically (especially important in the written portion of the assignment). Your conclusion and introduction are both on track. Remember to keep your description and summary brief. I'm glad you found a form of outline that seems to work well for you!</p>