

Extra Help: 4.1 Spot the Lie (Tyrone's Investigation Work)

Commercial Source What commercial are you using for this assignment? State Source	Ubisoft Video Games, Shaun White Snowboarding Video Game Commercial, May 14, 2012 Youtube: http://tinyurl.com/5zjd5p
Hook How does the commercial get your attention?	<i>-A guy wearing winter gear and carrying a snowboard sprinting down an inner city back alley. No snow anywhere and it looks like a warm day—confusing!</i>
Setting What place, time of day, era, lighting or decor is in the ad?	<i>-Middle of a large busy city, middle of the day, set in modern times</i> <i>-Halfway through, the setting changes to the video game itself—cold, winter snowboarding environment</i>
Story What is happening in the ad, (actions/events) from start to finish?	<i>-Guy carrying a snowboard is running as fast as he can somewhere</i> <i>- Shaun White is in a helicopter urging people to jump on until they hang off helicopter as it flies away</i> <i>-The screen changes to show they're in the video game now</i> <i>- digital helicopter drops off the digital crowd for a walk- through via a digital snow-boarder who briefly shows all features of the game by snowboarding through it</i>
Characters What people (number, gender, ages, animated/not animated, animals, talking objects, etc.) are in the ad?	<i>-Number of characters is originally one- the first running snowboarder</i> <i>-Grows to about 50 people mostly teens or people in early twenties from all walks of life (hot dog vendor, taxi driver) near the end of the commercial (all wearing desperate expressions on their faces)</i>
Colour Suggests mood or tone. Is the commercial bright and cheerful? Cool and modern?	<i>-Colors at start are warm and washed out- give idea of summer time (the sun is bright and hot)</i> <i>-City is shadowed and dirty looking</i> <i>-Game part- cool crisp and clean colors of winter (snowboarders are in colourful bright looking snowboarding gear) with white snow and cool blue sky over mountains, snow covered green trees, buildings</i>

<p>Sound</p> <p>What voice (male/female), music, noises or sound effects are used?</p>	<p>-Can hear all the crashes and bangs of snowboarders quickly navigating their way to the rooftop, knocking over anything in their path</p> <p>-Voice of Shaun White is first voice we hear, saying, “all right you guys, hold on tight” as all the people jump on the helicopter</p> <p>-Music changes to intense rhythm and edgy rock music as viewer is launched into the game “tour”</p>
<p>Copy</p> <p>What words (written or spoken), slogans, catchy phrases, jingles or logos are used? How many times is product name shown/spoken?</p>	<p>“Shaun White Snowboarding” is the first text in ad as the viewpoint switches from reality to the video game</p> <p>-“Hang Out on and Off the Board” and “Ride Online with Your friends” are two lines in orange block lettering on white snowboards</p> <p>-“Open World Mountains” text—advertises the game is a “sandbox” game—players can go <u>anywhere</u> on the terrain- no limit to adventure</p>
<p>Demographic</p> <p>Who is the target audience for this ad? Who is treated as an outsider?</p> <ul style="list-style-type: none"> Kids? Teens, twenty-somethings? middle aged? elderly? rich, poor, middle class? Ethnic groups? Genders? 	<p>-Ad is directed to anyone of all ages who like snowboarding</p> <p>- Only a 3 or 4 people are of different culture or ethnicity (no Aboriginal people, no disabled people...).</p> <p>- Most people in the commercial are white males (only about 2 children were in it)</p> <p>- Rating of the game is T (for teen) and says “some mischief” in disclaimer at the very start. Aiming for Teens and older, snowboarders, and gamers that enjoy extreme sport video games.</p>
<p>Purpose</p> <p>What is the purpose of the ad?</p> <p>What does the creator of the ad want the viewer to do/feel/think?</p>	<p>-The creators of the ad obviously want to convince want to convince you to buy the game</p> <p>-All the people joining in the rush gives the feeling that you have to do the same or you will miss out on something big.</p>

What is significant about the shifts in music throughout the ad?

What affect does the music have on the viewer?

How might these two qualities be significant to your demographic?

Tyrone's 4.1 Spot the Lie: Reflection

1. **My Question:** Does mass media seem to do justice to the cultural diversity of teens or other people? Explain.
2. **I said No. Here's Why:** Went to school at a very multicultural school (Cold Lake High School)—lots of diversity because of the First Nations reserve, Metis settlement, farming community, oil patch workers, growing immigrant population in town (Chinese, Korean, Lebanese, Japanese, British, and many more), and the kids from the air force base (transferred to Cold Lake from all over Canada). Canada is real diverse and the media shows most minorities well, but I barely ever seen Aboriginals in mass media. The number seems limited or inaccurate.

Run-on sentence. This is a good statement, Tyrone, but how can you separate it into shorter, correct sentences?

TV advertisements and Aboriginal Canadian content: One Aboriginal channel (APTN) with 80% Canadian/Aboriginal content. The other 20% is international Aboriginal or other. This is the only Aboriginal exclusive network in the world (Aboriginal Peoples Television Network, <http://www.aptn.ca/>, June 5, 2012). The shows on APTN seem well-done and don't use stereotypes about Aboriginal people often.

Advertising on other cable or satellite channels: Only ever seen one or two commercials with Aboriginals in them, and no Aboriginal teenagers in media or shows, other than maybe some Canadian shows (Blackstone) and Twilight (cringe). CBC (Canadian Broadcasting Company) sometimes has Canadian Aboriginal content too.

Ha ha! Not a fan, huh?

This should be "are" because you are talking about more than one drum being involved. "Is" is singular, and would work if you said "drum", but then the sentence wouldn't make sense.

Radio: little play on the radio except to announce events like rodeos, Pow Wows, or other Aboriginal community/news events. Aboriginal music "scene" is huge and well involved with national music industry but these artists get little play time on most mainstream radio, except for CBC radio maybe (better than nothing?).

Ad Example 1: Old Lakota ads (for Arthritis medicine)

- Show Aboriginal Elders and medicine tradition disrespectfully
- Ceremonial wear for a commercial is disrespectful of cultural traditions (only for special events or ceremony).
- Drums in the background of the commercial is inappropriate. Drums are not like a constant Canadian Aboriginal "soundtrack". Used specifically for ceremony, celebration, story-telling, or mourning.

Tyrone, are you saying this is the case on a national level, a provincial level, or a local level? I'm not sure if the scope of your investigation here is specific enough.

Ad Example 2: The "Eskan Warriors" Water ad - stereotypical and pretty offensive.

- Three white guys in badly done Aboriginal warrior costumes and paint, "defending the purity" of the water as warriors.
- "Purity" of the water is connected in the commercial to being a white guy
- These commercial "warriors" act irrational, violent, or animal-like in their bad imitation of Aboriginal warriors.
- Caused a pretty big upset with Aboriginal people all over Eastern Canada (Eskia Water is from Quebec), and I can see why!
("Eskia Warriors Water Ad". Commercial. Youtube, June 5, 2012. URL: <http://tinyurl.com/86qx7cj>

Conclusion: There are not very many Aboriginals on TV or in other kinds of media. Canadians may not have great ideas about who we are as people, which might create ignorance. And trust me man, there is some bad stuff happening because of ignorance out there. While looking around online, I found a video that Wab Kinew, a CBC news announcer (and Canadian Aboriginal hip-hop artist) made about common Canadian Aboriginal Stereotypes. I run into these myself sometimes, and this video really hit home with me. It made me feel like I can better explain some common misunderstandings about Aboriginals and set things straight: <http://tinyurl.com/6m4g8e8>







Both ads are examples of injustice in mass media!



What do you mean by this? Can you be more specific? I'm sorry to hear this has happened to you.



Tyrone's 4.1 Spot the Lie Assessment

Value	Investigation	Reflection
 Excellent	<input type="checkbox"/> You demonstrate a <i>perceptive understanding</i> of elements and purpose of an advertisement. <input type="checkbox"/> You record impressive and <i>thoughtful</i> observations of a commercial <i>skillfully</i> .	<input type="checkbox"/> Your stylistic choices result in a <i>distinct</i> voice. <input type="checkbox"/> Your ideas are <i>insightful</i> and your support is precise and convincing. <input type="checkbox"/> Your presentation is <i>skillfully developed</i> .
 Proficient	<input checked="" type="checkbox"/> You demonstrate a <i>thoughtful understanding</i> of elements and purpose of an advertisement. <input checked="" type="checkbox"/> You record <i>detailed</i> observations of a commercial <i>clearly</i> .	<input checked="" type="checkbox"/> Your stylistic choices result in a <i>consistent</i> voice. <input checked="" type="checkbox"/> Your ideas are <i>knowledgeable</i> and your support is <i>carefully</i> chosen and accurate. <input checked="" type="checkbox"/> Your presentation is <i>consistently developed</i> .
 Satisfactory	<input type="checkbox"/> You demonstrate a <i>basic understanding</i> of elements and purpose of an advertisement. <input type="checkbox"/> You record <i>adequate</i> observations of a commercial.	<input type="checkbox"/> Your stylistic choices result in a <i>clear</i> voice. <input type="checkbox"/> Your ideas are <i>reasonable</i> and your support is adequate. <input type="checkbox"/> Your presentation is <i>simply developed</i> .
 Limited	<input type="checkbox"/> You demonstrate a <i>confused or incomplete understanding</i> of elements and purpose of an advertisement. <input type="checkbox"/> You record <i>vague or inadequate</i> observations of a commercial.	<input type="checkbox"/> Your stylistic choices result in an <i>indistinct or inconsistent</i> voice. <input type="checkbox"/> Your ideas are <i>underdeveloped</i> and your support <i>unclear or imprecise</i> . <input type="checkbox"/> Your presentation lacks <i>unified development</i> .
 Resubmission Needed	Your attempt to respond is <i>insufficient</i> . Contact your teacher to discuss suggestions for improvement and resubmission of your work.	
TOTAL: 24/35 = 80%	12/15	12/20
 Assessment	<p>Areas of strength: Tyrone, you demonstrated a clear understanding of your ad, and you gave appropriate insight about this video game commercial. Your reflection into the Aboriginal presence in media was quite thoughtful, and it raised great ideas and examples of this problem in Canadian media. Your presentation explains very clearly why this inaccurate representation is a problem.</p> <p>Might I suggest . . . In your reflection, you connected clearly to this topic, but your focus is confusing. Did you want to focus on Canadian Aboriginals only or on Canadian Aboriginal teenagers? Maintaining a clear focus on your topic is important for clarity and understanding in your audience.</p>	