**English 305: No Class Tomorrow/Discussion Board**

Due to a bad case of Bronchitis, I am going to go ahead and use the Discussion Board for our discussion of the ads from Australia and practice evaluating the ads for Paper Two. We will not have class tomorrow and do the Discussion Board on Blackboard instead.

Below are a handful of TAC ads to choose from.  I want you to pick one (1) of them and write up an evaluation talking about how you think Ethos, Pathos, and Logos are used in the ad.  I also want you to comment on how Visual and Sound techniques are used in the ad you choose. Show me that you understand all the evaluation areas for Paper Two that I covered on Tuesday in the Discussion Board, because your first draft of Paper Two will be due next week. If you are confused by any part of the assignment, e-mail me.

For the weekend, find the Public Service Announcement (not any of these are allowed) that you will be writing Paper Two on.  As I said in class Tuesday, you can write me and ask if the PSA is okay to write about.I'll talk to you in class Tuesday on why you think these types of ads are not used in the US and whether these more graphic ads should be used here.

I'm going to show you some ads now that are from Australia.  TAC Victoria is an insurance company that decided the number of traffic deaths in their region was too high.  They began an aggressive, high-budget commercial campaign to show the importance of slowing down, not drinking and driving and wearing seat belts.  The numbers of fatalities and accidents dropped sharply after their ads began to air, partly because they are so graphic and in-your-face with their message.  Again, these ads can be difficult to watch for some people, so I will being with one that isn't graphic.  After that, they will become graphic and stay that way.  Our discussion this week will be about the ads below.

I do realize the Australian accent may be hard to understand at times, but you will be able to follow them most of the time.

The first ad is talking about the importance of lowering your speed and how much of a difference 10 kph can make.
<http://www.youtube.com/watch?v=SuY_VHzKdjc>

The second ad does the exact same thing, but it uses a more graphic example to make its point.
<http://www.youtube.com/watch?v=5Z23CzSONiU>
Notice the Ethos provided in these two ads.

In this ad, ask yourself what kind of commercial do you think you are watching in the first few seconds?  Why are you not expecting what comes next?  Notice also how Pathos is used effectively.
<http://www.youtube.com/watch?v=otR8V7rlnjA>

This one may be harder for you to understand, but the reason is that it is portraying people in Australia who live in the country and have stronger accents.  The idea behind it is that locals warn each other when a policeman is stationed somewhere waiting for drunk drivers to come by, so they warn friends ahead of time. People thinking they are being clever about drinking and driving and outsmarting the police backfires badly here.
<http://www.youtube.com/watch?v=FqvLcVBOhP4>

This last one shows a very common situation, a parent in a rush and running late, to show just what the consequences can be.

https://www.youtube.com/watch?v=CWwbAgmE3N4

This ad looks realistically at the dangers of driving without getting enough sleep.

<https://www.youtube.com/watch?time_continue=7&v=V4mvtNU32kQ>

The last two ads didn't go through, so I'm adding them here.

https://www.youtube.com/watch?v=CWwbAgmE3N4

https://www.youtube.com/watch?v=V4mvtNU32kQ

Remember all the ads I have just sent you are off the table for your Paper Two.  I'm using them as examples. However, TAC has many ads of this type if you want to use one of their ads.