

Communication Skills

Qualification Specifications for
graded and certificate exams
from 2020

Grade 7 (individual and group), Task 2

Requirements

The candidate(s) discusses with the examiner the content and delivery of an advertisement, the text of which is provided by the examiner 15 minutes before the exam.

The discussion focuses on the methods and tools used to communicate the possible intended message of the advertisement to an audience, including visuals, audio, and the medium for relaying the advertisement.

Guidance

The purpose of this task is to assess candidates' skills in analyzing, with a tight deadline, the message that needs to be conveyed and the most appropriate and creative methods that could be used to convey the message.

When analyzing the text, the candidate should consider:

- Who is the perfect recipient for this product? Who is this product aimed at? Think particularly about the age, gender and demographic.
- What language is used to particularly connect with this 'perfect' recipient?
- An advertisement is the ultimate in persuasive speech – it is always selling a product to a very specific recipient. How does the 'copy', which is another term for the actual script/text of an advertisement, make the recipient want to purchase this product?
- Who is the person speaking the advertisement? Male or female? Why? If you were creating an instant character type, who might they be?
- Does the candidate perceive this most effectively as a visual advertisement or an audio one?
- What background effects or music might enhance the effectiveness of the 'sell' where not already scripted?
- What style of vocal delivery might best connect with this text – for example does it require a hard-driven voice, or a soft, warm delivery, a 'luxury', sensuous voice, or a scientific delivery, or an urban 'street' reality style delivery? Does it require lots of modulation? Is it supposed to make you laugh/smile/introspect/think again?
- How might the syntax impact on the delivery? Is there a 'strap line' (this is the memorable tag with which the brand hopes to hook the listener) and is it effective? Why? Does the copy require two different voices? How does this impact the 'sell'? Is there a particular spoken rhythm used within the copy to enhance the 'sell'?

Sample advertisements

The following are sample texts of advertisements

Veggie Potato Chips

Why is it that the stuff that's good for you never seems to taste as good as the stuff that isn't? Well, that's about to change!

Our Veggie Potato Chips are made with a wholesome blend of rice, potato and real vegetables. And here's the best bit. They're super tasty too! That's right- we made the impossible, impossibly good. New, A Whole Planet, Baked Veggie Potato Chips

Go on - you know you want to...

Talk to Us

I mean, the whole thing was terrible, I lost my family, I lost my job, my home, I was penniless. Despite what they said, I'd never listened, well, not until it was too late. Paralysis means my body is immobile, while my mind is all over the place. I feel so stupid, so vulnerable, so alone....

Its never too late. For friendly and impartial advice about drugs, then Talk to Us. At talkto-us.com

Taylor's Baby Oil

Using Taylor's Baby Oil on your own wet skin, locks in more than double the moisture, so it will be as irresistibly soft as a baby's. There's softness.

And there's Taylor's Baby Oil softness.

Only from Taylor's