Systemic Approach to Teaching Advertisements

Redesigning Pedagogy International Conference 2013.

Dr Victor Lim Fei & Miss Grace Dong
Educational Technology Division
Multimodal Literacy

• The multimodal approach takes into account how linguistic and visual (and other) choices fulfill the purposes of the text, the audience and context, and how those choices work together in the organisation and development of information and ideas.

• From there, students can understand and develop appropriate strategies for writing and creating effective texts.
Multimodal Literacy

• This pedagogical approach stems from Michael Halliday’s Systemic Functional Theory.
• The Systemic Approach is an extension to the teaching and learning of media messages
• Developed jointly by researchers from the Multimodal Analysis Lab, National University of Singapore and specialists from Educational Technology Division, Ministry of Education.
Systemic Functional Theoretical Principles

1. Meaning is a result of *Choices* made in the text

2. Choices are made from *System Networks* (Meaning Potential)

3. 3 *Meta-Functions* of Meaning
   - Ideational
   - Interpersonal
   - Textual
Seminal Works

Multimodal Literacy

Current research in multimodal analysis establishes the need and provides the meta-knowledge to develop multimodal literacy in education.

Multimodal Literacy

“a ‘multimodal literate’ student must be sensitised to the meaning potential and choices afforded in the production of the text, rendering an enhanced ability to make deliberate and effective choices in the representation of knowledge.” O’Halloran and Lim (2011)
Intuitive Approach

• ‘Disenfranchising’
• If ‘you don’t get it, you won’t get it’
Systemic Approach

• Identify linguistic and visual choices made through knowledge of meta-language
• Map choices to the meanings and ideologies
• Move from description and subjective interpretation to analysis and interpretation
• Grounded in textual evidence
• Develop analytical capability and cultivates critical thinking
T&L Implications of the Systemic Approach

• **Meanings** in texts are a result of **specific choices** made within systems

• Provides a **set of vocabulary** for teachers & students to describe the choices

• Supports interpretations with **textual evidences**

• Empowers **students’ perspectives**
System Choices for Advertisements
MEANING

Textual Meta-function (Compositional)

Interpersonal Meta-function (Engagement)

Ideational Meta-function (Informational)

Design System

Attraction System

Appeal System

Representation System
Design (Visual)

• **Main Visual Display**: largest & most prominent
• **Focus of Attention**: stands out most
• **Logo**: graphic representation of company
• **Icons/ Symbols**: graphic representation of idea
• **Graphic Text**: letter shapes & words
• **Visual Puns**: visual shape of concept & ideas
Design (Language)

• **Headline:** largest & most prominent text:
• **Slogan:** memorable catch-phrase
• **Brand Name:** name of brand, company
• **Product Name:** name of product
• **Main Text:** details & description
• **Lists/sub-categories:** bulleted points
• **Call to action:** command to do something
• **Call & visit information:** contact details
A teacher may not remember when she makes a difference. A student will never forget.

16 OCT, 12PM
SEMINAR RM B (AS7 LV 1)

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Ministry of Education
SINGAPORE
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A teacher may not remember when she makes a difference. A student will never forget.
Graphic Text
Visual Pun

Ramadan Kareem

Burger King

HAVE IT YOUR WAY®
Visual Pun
Attraction
  Prominence
    Size
    Sharpness
    Colour Contrast
    Lighting
    Foregrounding
  Address
    Direct Gaze
    Indirect Gaze
    No Gaze
  Power
    High Angle
    Low Angle
    Eye Level
  Distance
    Close Shot
    Medium Shot
    Long Shot
Attraction

Prominence

- Size
- Sharpness
- Colour Contrast
- Lighting
- Foregrounding
Prominence: Size
Prominence: Contrast (Black & White)
Prominence: Colour Contrast
Attraction

Address

Direct Gaze

Indirect Gaze

No Gaze
Address: Direct Gaze
Address: Indirect Gaze
Address: No Gaze
Attraction

Distance

- Close Shot
- Medium Shot
- Long Shot
Distance: Close Up

In the process of fitting in, I found new ways to stand out.

That’s life as an NTU undergraduate.

*Surprise water bomb fights. Inter-hall games. Community projects. Late-night suppers. Boy, my days are so packed!*

But who’s complaining?

Apart from having a first-class education, I discovered a whole new me at NTU. But don’t take my word for it. Come experience it for yourself. See you there!

Theresa Huang
Second year
Materials Engineering student

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Log on to www.ntu.edu.sg/oad and accept our offer!

See You @ NTU

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Distance: Extreme Close Up
Distance: Long Shot
Power: High Angle

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STC thirdEye
Independant Software Testing Company
Representation

Denotative Meaning

Connotative Meaning
Appeal

- Authority
- Popularity
- Individuality
- Status
- Beauty
- Intelligence
- Duty
- Others...
Appeal to Authority

Tell me "Y"

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Ministry of Education
SINGAPORE
Appeal to Popularity
Appeal to Uniqueness
Appeal to Status
Appeal to Beauty

Because younger-looking eyes never go out of fashion.

“Olay is my secret for drop dead gorgeous eyes.”

Olay Definity eye Illuminator. Reduces the look of wrinkles and dark circles for brighter, younger-looking eyes.
Appeal to Intelligence
Appeal to Parental Duty
Interaction of Language & Images

Co-contextualising Relations (Semantic Convergence)

Re-contextualising Relations (Semantic Divergence)

Reinforcement

Play: Sarcasm, Irony, Wit

Breakdown: Ambivalence, Confusion
EVERYONE HAS SOMETHING GOOD
BECOME A DONOR
Beware of pickpackets.

World-famous fries. There's a McDonald's for everyone.
How to increase your car’s resale value.

www.volkswagen.ie
Will work for food

No insects left.
Balance

Photo by Zachary Tan
LIFT YOUR SKIRT. SAVE YOUR LIFE.

Don’t delay, make an appointment for your free Pap smear today!

MediaCorp 987FM DJ Rosalyn Lee

The “Lift your skirt. Save your life” campaign is a call to action for women aged 25 and above to have their Pap smears regularly. Cervical cancer can be detected early through regular Pap smears and early detection saves lives. Lifting your skirt is your way of taking charge of your health and the first step in being an active partner with your healthcare providers in saying “No!” to cervical cancer. Lift your skirt, Save your life, today!

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Introduction of Selected System Choices

- Teacher introduces:
  - how to identify system choices
  - possible interpretations of each design elements

Pre-Annotation: Personal Response to Selected Text

- Teacher elicits responses (personal) w.r.t. text from class

Annotation: Making sense of Selected Text

- Students annotate text using a structured worksheet to guide their analysis
- Students discuss their interpretation as a pair/group

Post-discussion

- Students present their interpretations to the class
- Teacher facilitates a discussion on meanings made, links between ideas and embedded social values in the advertisement
Pre-Annotation: Personal Response to Selected Text

1) What does the advertisement aim to communicate?

2) What interesting things do you notice about the advertisement?

• Why foreground personal response?
  – empowering students’ responses
    • Teachers ≠ oracle
  – gauging student prior knowledge
• (Collective) response made visible
  – suggestion: to note all responses on whiteboard
    (exploratory talk: w/o value judgement,
     interesting points could be pursued/clarified)
  – reference point for annotation exercise
  – collation of divergent views
Annotation: Making sense of Selected Text

3. **Annotation**

<table>
<thead>
<tr>
<th><strong>System Choices</strong></th>
<th><strong>Effect</strong></th>
<th><strong>Link</strong></th>
</tr>
</thead>
</table>
| Which of the system choices have you found? | How does the choice affect you (the viewer) in terms of:  
   a) attracting or directing your attention?  
   b) engaging your emotions? | How do these points link with others you have identified?  
How does it work together to communicate certain ideas? |

<table>
<thead>
<tr>
<th>1</th>
<th></th>
<th></th>
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<tbody>
<tr>
<td>2</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Annotation: Making sense of Selected Text

- Identify system choice elements
  - Deliberate choices
- Effect on audience
  - Provide evidence and anchor to these interpretations
- Links:
  - immediate connections to previously cited points to
4. Drawing the ideas together from part 3, write a paragraph about what the advertisement seeks to communicate? Provide evidence for your interpretation.

• Reorganisation, persuasion, synthesis of ideas
Discussion about embedded social values

• one or two points of interest identified earlier: debate
• advertisement relates and communicates certain values held by society
• needs questioning?
Technologies

multimodal analysis
image
Systems organised into catalogs for different text types and genres

Systems (the ‘grammar’) may be edited and new systems created
Systems organised into catalogs for different text types and genres

Systems (‘grammar’) may be edited and new systems created
Saving the last tigers

- Securing habitats for tigers - and people
- Stopping the tiger poachers
- Ending the tiger trade and the sale of tiger parts
- Advocacy and education

Wild tigers, the biggest of all the cats, once roamed vast stretches of Asia, from the Caucasus to South and East Asia. But the tiger population has plummeted by 97% over the last 100 years. Today, as few as 3,000 wild tigers survive in small pockets of scattered habitat.

Sadly, the twin threats of deforestation and human encroachment - combined with rampant poaching - threaten the future of the tiger species. Habitat loss has accelerated a sharp increase in tiger-human confrontations. Wild tigers have strayed from protected areas into human settlements.

In 2005, we helped to establish two national parks in Russia's Primorye district – a protected habitat for tigers. We've been working in India, home to the largest remaining wild tiger population in the world. We've also worked in Nepal, where we helped to triple the size of Manas National Park in northeast India, a protected area and native tiger habitat.

We've worked closely with the Indian government to establish habitat corridors connecting fragmented tiger populations, thereby reducing conflict between humans and tigers.

In India and Russia, we rescue wild tiger cubs found injured or orphaned by poachers and rehabilitate them with the goal of returning them to life in the wild.
Software fulfills three functions:

1. As a teaching tool using sample analysis

2. As a learner-centred tool which encourages self-directed learning through hands-on annotation and analysis

3. As a presentation and project tool that encourages collaborative learning, and is participative and dynamic
Software package (software & resource books):

- multimodal analysis software
- concepts and frameworks
- media files and sample analyses
- worksheets and discussion points
- user guide

The software package is comprehensive, flexible & scalable for different schools, teachers, subjects and grade levels
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The groundbreaking software to analyze images, movie posters, magazines, comics and more!

1. Multimodal Analysis Image
   Software for critical thinking & analysis

2. For Analyzing Images
   Analyze your favorite movie poster!

3. User Friendly & Powerful
   Suitable for secondary & tertiary students

We use Multimodal Analytics to study how words, images and sounds create meaning and develop powerful and user-friendly software and resource books for teaching, learning and research.
Multimodal Literacy Learning Community

Multimodal Literacy

3. Teaching & Learning Resources

LESSON RESOURCES

Professional Development Slides on Systemic Approach to Teaching of Images (Download) by Educational Technology Division, Ministry of Education

Professional Development Slides on Systemic Approach to Teaching of News Report (Download) by Educational Technology Division, Ministry of Education

Presentation Slides on A Multidisciplinary Approach in Teaching Media Literacy in Secondary Schools (Download) by Jurong Secondary School

Multimodal Analysis Image Resource Book (Download Chapter 1) by the Multimodal Analysis Lab, National University of Singapore

Lesson Exemplar on Teaching Advertisements (Download) by Educational Technology Division and Jurong Secondary School, Ministry of Education

Template for Guiding Questions for Teaching Advertisements (Download) by Educational Technology Division, Ministry of Education

Worksheet Exemplar for Teaching Advertisements (Kinder Bueno) (Download) by Jurong Secondary School, Ministry of Education

Worksheet Exemplar for Teaching Advertisements (SPCA) (Download) by Jurong Secondary School, Ministry of Education

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