



## ACTIVITY SEVENTEEN:

## Analyse This – Media messages

To introduce students to the advertising process, this activity gives them the opportunity to analyse print advertisements that aim to alert passengers to important aspects of train and bus safety.

## Student Outcomes

### Society and Environment

**Strand: Resources**

- R 2.3 The student understands similarities and differences in the way people work.
- R 3.3 The student understands that individuals and groups value different forms of work.

### Health and Physical Education

**Strand: Concepts for a Healthy Lifestyle**

- CHL 4 The student understands how factors influence personal behaviours and how to appraise their own and others health, safety and physical activity practices.

## Purpose

This activity will provide an opportunity for the student to:

- Learn how to critically analyse and evaluate print media, their construction and their values in more detail
- Examine ways the text or message has been constructed to appeal to particular audiences, or to encourage particular responses from audiences.

## Preparation

- Teachers can prepare the following focus question on the blackboard:
- **Focus Question:** Advertising is simply a waste of time and space! Is there a purpose to advertising? If so, what is it?
- Copies of *Resource Fourteen – Transperth Advertisements*.
- Photocopy *Resource Fifteen – Deconstruct the Advertisements*.

## Procedure

1. Teachers can present the focus question to students and have a general discussion about current advertisements on television, billboards or in the print media.
2. Distribute copies of *Resource Fourteen – Transperth Advertisements*. In groups students can answer the following:
  - Is the advertisement trying to inform you of something?
  - Is the advertisement trying to persuade the readers to buy a product or service, or believe in an idea?
  - What product or idea are they trying to sell?
  - Which target group are they trying to sell the product or idea to?
3. The teacher can explain to students that *Resource Fourteen 14-ii Transit Officer Police* was designed to let people know that Transit Officers and Police Officers are working together to stop rail crime and that they have similar powers.
4. Answer the following:
  - Is Transperth trying to persuade the target audience that travelling on public transport is a safe experience?
  - Do you think the advertisement is effective?
  - How did you react to the advertisement?
  - Who is the target audience?
5. Look at the series of advertisements for Transperth. Who do you think the target audience is most likely to be in each of the advertisements?
6. Fill in *Resource Fifteen – Deconstruct the Advertisements* to help students better understand how advertisements are constructed.
7. Each group can decide whether the advertisements achieve their goal. Present the findings to the class.



### Variation

- Ask students to watch television and deconstruct their favourite television advertisement.
- Deconstruct billboards, print advertisements in the newspaper and advertisements on the radio.

### Fact File

#### Trains have been running in Western Australia for 130 years!

On July 26 1879, the first Western Australian Government Railway was opened. It ran from Geraldton to Northampton. The very next year, the first foundation stone for Perth Central Station was laid. Our rail network is always expanding and the most recent additions to PTA's railway network have been the highly anticipated Fremantle Line Tunnel, linking the Fremantle Line all the way through to the Midland line. It is amazing to think how far we have come in 130 years – I wonder what will happen in another 130 years?

#### From the Kids

*"When I was on the train with my girlfriend we were harassed. We were scared and didn't know what to do so we moved to the next carriage and there were Transit Officers there so we moved next to them. But if there's no Transit Officers, then we'd move somewhere away from them, closer to the driver of the train, or press the emergency button and talk to the driver." – Danieka (15)*





# As a Transit Officer, you'll get serious training.



Have you got what it takes to be a Transit Officer? You'll receive three months paid training that will allow you to deal with any situation.

Apply now at [www.TransitOfficer.wa.gov.au](http://www.TransitOfficer.wa.gov.au)





# Police Officers and Transit Officers have more in common than you think.



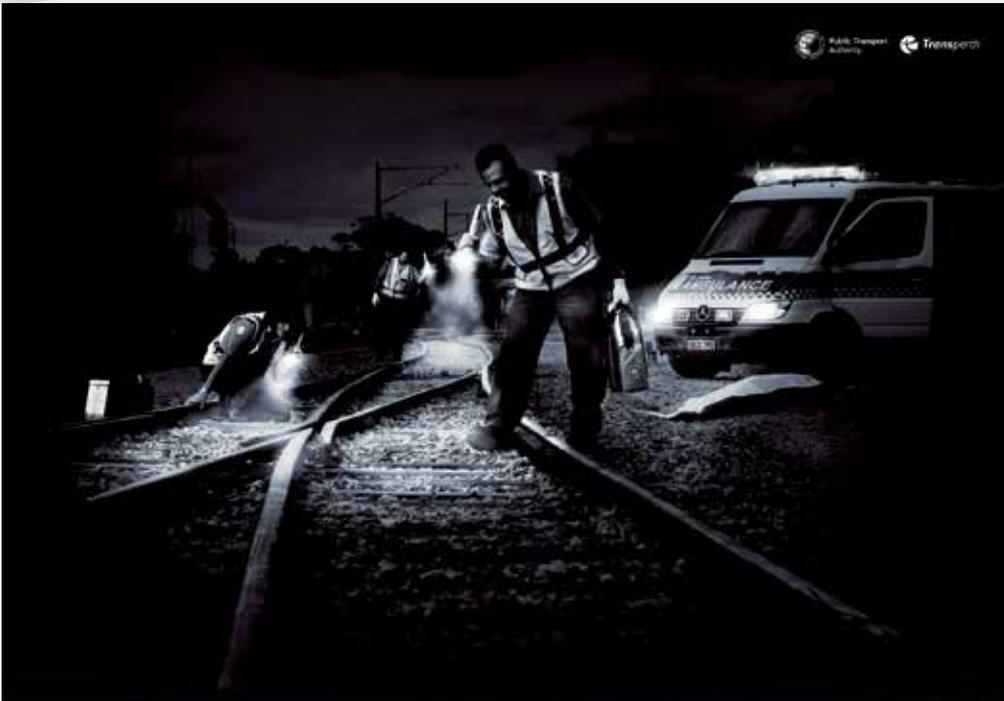
They both have the powers of arrest and will act if you behave in an offensive manner, if you refuse to provide details or provide false details, or if you commit any other unlawful act on the rail system. The outcome is the same.





Recently, you may have seen reports about crime at railway stations. Such incidents are very disturbing and the media coverage could lead you to think we are in the grip of a crimewave. This is not the case. Passenger safety has always been, and will continue to be a top priority for Transperth. We simply will not tolerate thuggery. Over the past 18 months, we have invested heavily

in Transit Guards, emergency buttons and better lighting on platforms. Our security camera system is equal to the best in the world and we continue to work closely with the police. This campaign is working - our response times and arrest rates are excellent, and the number of violent incidents on our system is falling. We're cracking down on railway crime - and we're winning.



**YOUR FAMILY  
WON'T HAVE TO SCATTER  
YOUR REMAINS.  
THE TRAIN DOES THAT  
FOR YOU.**



**STAY OFF THE TRACKS**

There's no good reason for you to be on the tracks. The penalty is \$200 or your life.



# Your bike's welcome on the train too

Transperth welcomes passengers with bikes on our trains, because we recognise the contribution cyclists make towards a cleaner environment and healthier community.

### There are exceptions during peak times

You can take your bike on any train at any time during weekends and off peak periods. However, due to the large number of passengers travelling at peak times Monday - Friday, bikes are not allowed on trains travelling:

- towards the city between 7:00am and 9:00am
- away from the city between 4:30pm and 6:30pm

### On-board etiquette

Your bike is your responsibility at all times while travelling. If a carriage appears full, try another one rather than force your way in. Please don't block entrances with your bike, or leave it unattended where it can fall or be knocked over.

### Or lock it and leave it

If you don't need your bike at the end of your train journey, why take it with you? Use one of the free bike lockers and u-rails you'll find at most suburban rail stations instead.

### Your rights and responsibilities

A person must not travel with a bicycle on a passenger train in peak flow direction, during peak time on a working day. The maximum penalty for this violation is \$2,000, with a modified penalty of \$50.

For the full legislation please refer to the Public Transport Authority website at [www.pta.wa.gov.au](http://www.pta.wa.gov.au)

For more information log onto [www.transperth.wa.gov.au](http://www.transperth.wa.gov.au)

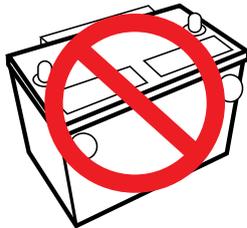




# For a safer journey these items are prohibited.



A controlled or prohibited weapon such as a knife, potato gun or BB gun.  
Penalty: between \$200 and \$2000



Car and other vehicle batteries.  
Penalty: between \$50 and \$200



An explosive (including fire crackers), gas (including gas bottles), or petrol (including jerry cans).  
Penalty: between \$200 and \$2000



Eating and Drinking  
Penalty: between \$50 and \$250



A syringe other than a syringe used for medical reasons.  
Penalty: between \$200 and \$2000



A tool, device, substance or apparatus that is capable of graffiti or marking property such as a permanent marker, spray paint, screwdriver or stanley knife.  
Penalty: between \$50 and \$200



Loud music.  
Penalty: between \$50 and \$250



Goods likely to spill, stain or damage the train such as white-out, glue, paint, lawn mowers and pocket rockets (mini petrol or electric motorbikes).  
Penalty: between \$50 and \$250

**Thank you for your co-operation.**

For further information, visit [www.transperth.wa.gov.au](http://www.transperth.wa.gov.au), any Transperth InfoCentre or call the Transperth InfoLine on 13 62 13 (TTY: 9428 1999).





**50 people one exhaust pipe**

The greener choice  Transperth

**Eco-worrier?**

The greener choice  Transperth

**Is your wallet on empty?**

Cut your travel costs  Transperth

**Crosswords.  
Don't say them, do them.**

Avoid peak hour stress  Transperth



Symbolic Code	List Example from Transperth Advertisement	Identify Symbols in the Transperth Advertisement & Explain Their Effect
<p><b>Setting</b></p> <p>Where is the advertisement set?</p>		
<p><b>Objects</b></p> <p>What objects are associated with the people in the advertisement?</p> <p>What items or ideas are being advertised?</p>		
<p><b>Colours</b></p> <p>Colours often have many different associations attached to them.</p> <p>Have the colours been chosen specifically?</p>		
<p><b>Gesture/Posture</b></p> <p>What are the physical attributes of the people that are used in the ad? Are the models/people in the advert playing out a certain personality to suit the image of the product or service?</p> <p>What gender are they? How does this affect the overall feeling?</p>		
<p><b>Clothing/Hair</b></p> <p>Style of clothing and hair help to create the image necessary to grab the attention of the target group and influence them into buying a product, believing an idea and changing their behaviour or attitudes towards a product or service.</p> <p>Are these factors considered in the advertisements?</p>		