

## Reproducible worksheet 2: Everyone belongs

Your task is to create a script for a television advertisement for a new sunscreen. The contract says that you must portray the diversity of the Australian community in both the wording of the message and the cast of characters that you select.

Remembering that you need to represent, and communicate with, the diverse Australian community, think about questions such as:

- Who will be the target audience for this advertisement?
- What setting will we use for the filming? (For example you may decide to set the action at a school, a shopping centre, a beach barbecue or a football game.)
- How will we send the message that the viewer 'needs' this new product?



- What is a name for the sunscreen that communicates that it is for everyone?
- What characters will we use in the script?
- How can the storyline for the advertisement reflect diversity in the Australian community?
- How will we ensure that the language we use does not allow any groups in the community to feel excluded?
- Will we write a song or create a dance to help convey the message?