What you saw ...

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The activity

View the *It’s a beautiful day for cancer* clip and in pairs respond to the following questions:

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Suggested year level

Years 7, 8 and 9

Prepare yourself (teacher)

View the clip *It’s a beautiful day for cancer* and familiarise yourself with the ideas presented.

Class resources

- Computer, data projector and screen to show the *It’s a beautiful day for cancer* clip.
- One copy per student of the ‘Using your senses’ activity sheet below.

Estimated time required

1 period

Using your senses

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What you heard …

What you thought/felt …

10 Marks
Use this information to complete the flow chart below.

Video Producer’s intentions

Techniques used within the video to engage the viewer.

Viewer's thoughts while watching the clip.

Viewer's feelings while watching the clip.

Possible viewer actions/behaviours which may result from viewing the clip.

20 Marks

Total _________ / 30
Extend yourself
Write a journal article on whether you feel health campaigns are more effective when they are funny, shocking, emotive or catchy. Include examples of each within your article.

Teacher assessment advice
To assess the ‘Using your senses’ activity, use the allocated marking scheme.