

2022 – 12 ATAR Psychology

Task Five – Extended Answer

5%

Communication

Name:

Time: 45 min

Due Date:

Score: /35

The Western Australian government has an immunisation strategy in place that has been running from 2017 and will end in 2022. The Department of Health is organising a new television advertisement to increase the number of children who are vaccinated for meningococcal disease.

The Department of Health are interested in integrating techniques developed in 1984 that suggested that individuals can be persuaded via two methods; the central route and the peripheral route. The central route to persuasion refers to when a person is persuaded to act based on the content of the message, whereas the peripheral route to persuasion occurs when a person is persuaded to act based on something other than the content of the message.

In your answer you should:

* describe how both routes to persuasion can be used by the Department in their television advertisement and outline **two** advantages of each. (7 marks)
* describe **two** examples of each of the **three** factors that could influence the effectiveness of this advertisement. (9 marks)
* Describe the findings of Tannen and Bernstein’s research into communication styles and suggest how the advertising director could use this information to appeal to different audiences. (12 marks)
* explain **two** ethical considerations that should be taken into account in the design of this advertisement.(4 marks)
* Quality of response (3 marks)

**MARKING GUIDE**

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| **Description** | **Marks** |
| Routes to persuasion |  |
| Definition of persuasive communication:  e.g. any message that is designed to alter, strengthen or change the response of others | 1 |
| Relate central route to persuasion to advertisement:  e.g. advertisement shows clear importance of meningococcal vaccination by stating statistics demonstrating number of children affected by the disease | 1 |
| Advantages of central route to persuasion  Any **two** of:   * advertisement may affect the attitude of the audience (may change cognition which could lead to change in behaviour) * more likely to cause cognitive dissonance compared to the peripheral route to persuasion * audience is required to process the information more thoroughly than via peripheral route to persuasion.   Accept other relevant answers. | 1-2 |
| Relate peripheral route to persuasion to advertisement:  e.g. advertisement does not show clear importance of meningococcal vaccination but instead encourages parents to seek advice from a GP in regard to their child’s health | 1 |
| Advantages of peripheral route to persuasion   * Requires minimal thought processing by the audience * Is more engaging than the central route to persuasion.   Accept other relevant answers. | 1-2 |
| **Subtotal** | **7** |
| **Three** factors that could influence effectiveness of advertisement |  |
| One mark for naming the factor, one mark for each application to a maximum of three marks per factor. Application to scenario – one mark for each application to a maximum of two marks. must include two different applications for two marks. | |
| States ‘source of the message’ | 1 |
| Any **two** of:   * could have an expert such as a medical practitioner explaining the importance of the vaccination * person in advertisement could talk fast so as to seem to be an expert in the field * person in advertisement could be seen as trustworthy to the audience * person/people in advertisement could be physically attractive | 1-2 |
| States ‘nature of the communication’ | 1 |
| Emotional appeal, such as fear or guilt, by showing how not vaccinating could be deadly | 1 |
| Simple messages could be used, such as a slogan at the end of the advertisement | 1 |
| States ‘characteristics of the audience’ | 1 |
| Any **two** of:   * education level of audience and how this will affect the effectiveness of the advertisement * age (older generations may have personal experience to consequences of not vaccinating) * culture of the audience. | 1-2 |
| **Subtotal** | **9** |
| Accept other relevant answers for applications. | |
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| **Theories** |  |
| Describes Tannen’s theory:   * Rapport talk – associated with women (1)   accept one relevant point for description e.g. Overlapping, more concerned with relationships   * Report talk – associated with men (1)   Accept one relevant point for description e.g. focused on info, one speaker at a time | 1-4 |
| Applies Tannen to the scenario | 1-2 |
| Describes Bernstein’s theory:   * Elaborated code – associated with middle/upper class (1)   accept one relevant point for description e.g. more descriptive, understood across contexts   * Restricted code – associated with lower class (1)   accept one relevant point for description e.g. less words, more efficient if context mutually understood | 1-4 |
| Applies Bernstein to the scenario | 1-2 |
| **Subtotal** | **12** |

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| Ethical considerations |  |
| Two marks each to a maximum of four marks. Must include detailed information (two - three sentences foreach consideration) to be awarded the full two mark for that consideration. | |
| Any **two** of:   * fear evoked in the audience by the message or the graphics affecting emotional well-being, particularly if children were viewing the advertisement * sensitivity to the distressing aspect of exposure if viewers have been personally touched by illness. * whether pressure was applied to conform against cultural/religious beliefs * whether there were misrepresentations of information in the advertisement | 1-4 |
| **Subtotal** | **4** |
| Quality of written response |  |
| Logical paragraph structure with correct grammar, spelling and accurate psychological language throughout | 3 |
| Attempts paragraph structure with sufficient grammar, spelling but not consistent use of psychological language | 2 |
| No paragraph structure and/or very poor grammar, spelling and lack of psychological language | 1 |
| **Subtotal** | **3** |
| **Overall total** | **35** |