**Practice Essay Writing under timed conditions**

**Extended Response – Communication**

**2015 WACE stage 3**

You work for an advertising company that has been contracted by the Department of Health to develop a television advertisement promoting better drinking habits among young adults. Your task is to design the advertisement and then to present your ideas to a panel of managers from the department.

Explain using examples, the factors that you would consider when designing your advertisement. Refer to the following aspects of persuasive communication and support your response with psychological evidence:

* source of the message
* nature of the communication
* characteristics of the audience (23 marks without Robinsons section)

Referring to Robinsons social skills… don’t think ill include. Is this yr 11??