Navigating the world of advertising through integrating English and Health (PS)

Chloe Gordon
University of Wollongong, cg760@uowmail.edu.au

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Abstract
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5. *Navigating the world of advertising through integrating English and Health (PS)*

**Research Paper**

Students are surrounded by print-based and multimodal advertisements; on television, newspapers, magazines, radio, outdoor billboards, sports games, merchandise, shopping centres and the Internet. These advertisements can convey potentially harmful messages to students about health issues such as nutrition and alcohol consumption. There is a need to connect Health and English through a focus on media, in order to equip students with the skills and knowledge to respond to media messages. This presentation will showcase my experience of implementing a set of ten learning experiences with a Year 5 and a Year 6 class. The learning experiences aimed to respond to the new Australian English Curriculum to build students’ competence in reading, interpreting and responding to a broad range of multimodal alcohol advertisements. This presentation will discuss factors that facilitated and hindered the implementation of these learning experiences, illustrated with examples of student work samples and my own reflections as the teacher.

**Chloe Gordon:** I have experience as a teacher in various paid and voluntary roles and I am currently pursuing my doctoral studies in the area of school-based media literacy programs to address underage drinking. My research interests include: alcohol abuse prevention, media literacy education, curriculum design and program evaluation.

6. *Creative role play: Exploring ethics and morality through an immersive classroom (JS; SS)*

**Workshop**

In this workshop participants will engage in a condensed version of a successful role playing unit in a secondary setting. We will look at how to set up a creative role playing unit in the classroom, the many benefits of engaging all students in the unit and the long term learning that is generated through reflective discussions, questions of morality and ethics, and the nature of society itself. The unit has been wildly successful in all levels of classes, with different teaching styles and is flexible enough to allow for vast modifications to suit student outcomes and needs. Participants will be able to view the work as both teacher and student and will allow you to develop your own units.

**Matt Barry** is an English and Drama teacher at UC High School Kaleen in Canberra. Matt created and hosts a successful podcast ‘The Chattering Classes’ where he discusses many things with his teacher friends. Matt has taught English, Drama, Circus and Japanese in Australia, Japan, and England. He has presented at the Canberra Writers Camp. He believes in creating energised classrooms with a whole lot of sharing. Matt has had articles published in the popular Japanese magazine, Metropolis.

**Nick Maniatis** currently teaches English at Campbell High School in the ACT. As well as English he has taught media, stop motion animation, computing and science. Nick has presented collaboratively and individually at previous AATE/ALEA conferences and has written about his experiences for ACTATE. Nick is also the owner of *The Howling Fantods*, a website dedicated to promoting the works of respected US author David Foster Wallace. In 2014, an afterword he wrote for one of his favourite short stories, *Incarnations of Burned Children*, was collected and published in *The David Foster Wallace Reader*. 