

No such thing

Overview

1. The document

- a. Type of document: **advert** b. Country: **UK**
 c. Name of organisation: **Focus12**
 d. Type of organisation: **rehab centre**
 e. Target audience: **young people**
 f. Aim of the document: **to convince young people that they will die young if they do drugs.**

Zoom in

2. Describe the scenes you see at the beginning.

We can see old people going about their everyday business: sitting in armchairs in a living room, using a walking frame / a zimmer, cooking and wearing an oxygen mask, sitting in a wheelchair. Everything seems to be quiet.

3. a. Describe the scenes you see then.

All those people are shown doing drugs: sniffing a line of what looks like coke, receiving an injection, heating a spoonful of white powder, smoking something from a homemade pipe, etc.

b. Say how you react to that.

4. a. **Cinematic techniques.** Viewers are made to feel as if they...

shared the characters' intimacy. strongly disliked the characters.

b. Justify your choice by explaining what techniques are used.

- Shots: **In the first part, there are many tracking shots with the camera opening the doors to make viewers feel they are sharing those people's private lives. Then, the camera moves closer to the old people when they are shown taking drugs. The close shots make the viewer sympathise with the old people and think these are real-life scenes.**

- Lights: **Most of the scenes are shot in dim light, so viewers feel they are sharing the old people's intimate moments.**

- Soundtrack: **We can only hear the people whispering a few indistinct words, which emphasises the idea of intimacy. The music, a 1940s love song, takes us back to when these people were young. Its mellowness contrasts with the violence that they inflict on their bodies.**

5. Take down the two slogans and explain them.

a. **There's no such thing as an old junkie.**

b. **Take back your future.**

Look back

6. Pick a few adjectives to describe this ad. Explain your choices.

- interesting boring persuasive original disturbing weird
 frightening stupid funny disgusting moving clever
 powerful useless creative thought-provoking horrible

(Réponses libres)