EL3103 Video Campaign Project

Video Write-up

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The message we are trying to bring across to our target audience is that children should be allowed to follow their dreams, and that parents should not force their expectations on their children. Our target audience would be parents that do override their children’s aspirations.

The plotline in the video is basically a story of two children. Using comparison, we will show how one child (child A) is restricted from doing what he wants, while another child (child B) is allowed to follow his dreams. The story starts with the father of child B learning that children should be allowed to follow their dreams. However, child A’s father wants his child to be a doctor instead, no matter what. At home, both play the piano, but child A is interrupted by his father to go and study while child B’s father encourages him to go on. In school, child A and child B race against each other. Both of them are evenly matched, but once again child A’s father pops out and promptly drags him back to study. Many years pass, and child A grows to be a doctor (like his father wanted him to), but he is unhappy with his life and turns to problem gambling (i.e. an unhappy ending). On the other hand, child B grows up to be a successful musician and is happy with his life (the happy ending).

For choice of the elements in the video, we had thought of a few points that would help improve the persuasiveness if the production. First, by using relevant quotes from the National Day Rally 2013, which is given by a person of authority that is the Prime Minister, we hope that our target audience will be reminded of the rally, and will also listen to the points listed by the Prime Minister. Secondly, we picked problem gambling as the downfall for child A as it is relatively recent and carries a very negative connotation to it, thanks to several other commercials from the National Council of Problem Gambling. By showing how child A suffers later in life, we hope to dissuade our target audience from taking such a path.

For our video, we feel that there is still a lot more room for improvement. For one, we could add more points of comparison between the two children, to add to the contrast. Also, we could add more creative techniques to the video. However, the choice is limited as our video has a somber tone to it and it would be inappropriate to add something like humor in it.

(431 words)