

# The BRAINWAVES Club

Term 2 2021: Imagineers – Years 3 and 4

Venue: Ryde Public School

Term Fee: \$285.00

## THE WONDROUS WORLD

The pen is mightier than the sword, so grab your weapon and feel the power of the word. Throughout human existence history has been heavily influenced by word. Words have the power to inspire, persuade, hurt, incite, educate and encourage. During this wondrous semester, the Imagineers will explore the influence of words and their impact on our lives. We will mix words and messages in fairy tales, dissect the word using satire, allegory and subtext and play with the creative use of word through poetry, copywriting and public speaking. We will explore rich texts and allow ample opportunity to express the power of words in a vast variety of forms! Let's discover just how wondrous words are!

**24 April**

**Meeting 5: Don't Slam the Slam!**

**Focus: Onomatopoeia, imagery, figurative language**

In this meeting, the Imagineers will use their poetic powers to make a difference! Slam poetry addresses class inequality, oppression, environmental concerns, fairness and freedom of thought, race, gender, age and many more social causes. Slam poetry gives people a voice.

Imagineers will analyse some famous poets and their quest to create a better world. We will then write a political/social poem and give voice to those without one. This could be an endangered species, the planet, a lonely child at school or our personal pursuits. The aim is to move our audience to action and to create awareness and empathy. We will use choral presentation to give our poem gravity. Is it worthy of the next Slam competition? ***Please read Narrative Poems of [Kenn Nesbitt](#), [Doug Macleod](#) and [Roald Dahl](#)***

**8 May**

**Meeting 6: Sell! Sell! Sell!**

**Focus: Copywriting**

Copywriting is the process of writing advertising promotional materials. Copywriters are responsible for the text on brochures, billboards, websites, emails, advertisements, catalogues, and more. This text is known as "copy." Therefore, a copywriter is often referred to as a "salesman in print".

This meeting, we are entering the world of a creative copywriter to produce the most awesome adverts ever! We will first need to understand the sneaky techniques used by advertisers to draw us in and make us want to buy, buy, buy! However, there's a catch... your mission is to pitch your most creative and persuasive ideas to advertise products and services that are seemingly unsellable! Can you persuade us to buy metal detecting thongs? What about a pair of picnic pants to carry goodies so you never again need to worry about not having a picnic with you 24/7? Or what about the noodle splash face guard mask for everyday use? Can you convert the unsellable to sellable with your astute copywriter skills? ***Please bring in a marketing campaign/magazine advertisement that you feel is successful in luring you in to the product. Please watch: [What is Copywriting?](#) and this [clever advertising campaign](#)***

**22 May**

**Meeting 7: Don't Trivialise the Court Jester**

**Focus: Comedy as diversion, comedy as truth**

*"If life gives you lemons, learn how to juggle!... Or even better, learn how to make people laugh!"* – Jamie Grimm (character from *I, Funny* by James Patterson)

In today's meeting, the Imagineers will explore how humour is sometimes used to deflect serious issues. Imagineers, meet Jamie Grimm - potential contestant in the 'Planet's Funniest Kid Comic Contest'! Together, you're about to explore the side-splittingly funny way that some writers use humour to deal with serious issues. Examining Jamie's journey, we will see that he uses comedy to deflect and to escape confrontation. Is this a useful strategy in life? Why? Why not? We will dive into the world of Jamie and his challenges and examine excerpts from the text where we can see Jamie using comedy as a diversion and then comedy as truth. How can we then apply this to our own life experiences? Imagineers will write a short narrative and then share, so our peers can review our comedic strategies!

**Please read: *I, Funny: A Middle School Story (series)* by James Patterson.**

**5 June**

**Meeting 8: Speak Up!**

**Focus: Expression and speech**

Nothing speaks to us more as people than passion. Immemorial leaders and thinkers, movers and shakers used passionate discourse to incite change. This meeting, the Imagineers will explore some famous speeches penned by humanity's greatest figures, enabling us to conjure persuasive and passionate vocabulary for our own creations.

We will focus on the devices used for effective public speaking. We will explore a list of literary devices and examine how the ones commonly used in writing also translate into public speaking. Imagineers are likely already familiar with the basics (eye contact, volume, tone, interesting words) but today we will immerse ourselves in the 'extra stuff' that makes a good speech (gesture, rhetoric, litotes). At the end of today's meeting, we will have created a passionate speech worthy of delivering to an audience! **Please read speeches by [Malala Yousafzai](#) and [John F. Kennedy](#) and [the devices used for effective public speaking](#)**

**What to bring:**

Please bring a notebook and a well-stocked pencil case to each meeting as well as a hat, drink and brain-friendly snacks for the break (no nuts please). Don't forget to bring a good dose of your wildest imagination!

**About the Club Leader: Zuzi Fort**

**Zuzi** studied at the University of Western Sydney – Nepean (Theatre) and at the University of Technology – Sydney (Communication – directing and scriptwriting). She has worked as an actor, director, scriptwriter, drama coach, radio/TV host as well as a stunt performer. For over fifteen years, Zuzi has worked with children and young adults encouraging their creativity, developing confidence and essential life skills. She has written numerous shows for theatre and a collection of poems and a children's story. Zuzi is an experienced G.A.T.E.WAYS presenter and looks forward to running Brainwaves Club again.