



Safety Jingles: Create the next line to the jingle



Department
of Transport

Authorised by the Department of Transport, 1 Spring Street, Melbourne



Examine the Awarewolf
jingles and create the next
line to the jingle

Discuss the Jingle on the Awarewolf clip

What makes the words of the jingle stick in your mind?

Why are they catchy?

What is the safety message here?

Q: What is a jingle?

A: A short slogan designed to be easily remembered and used in advertising.

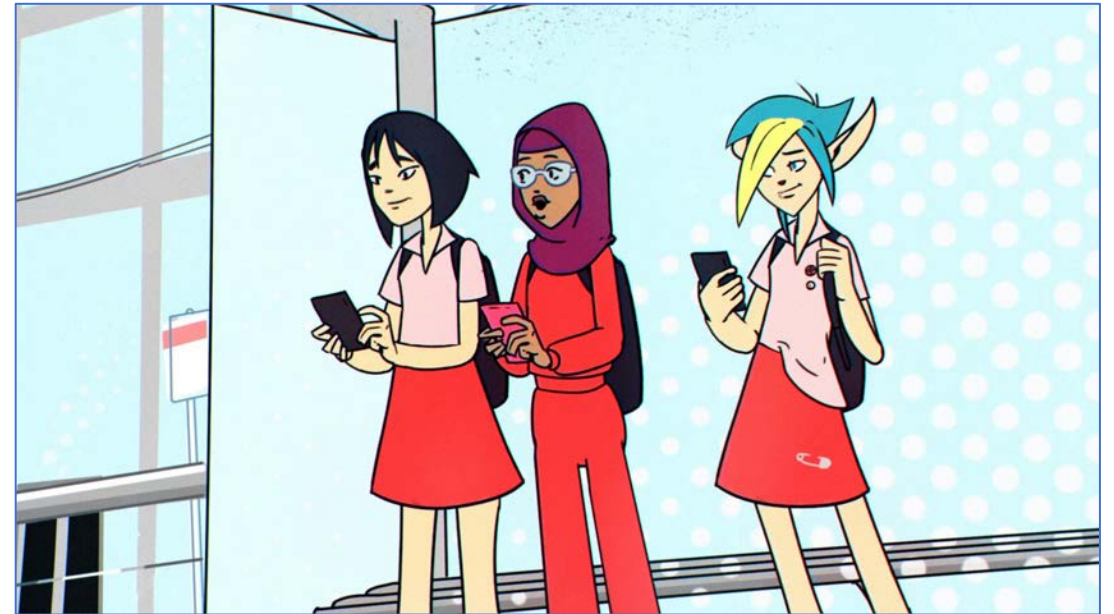


Comparing Awarewolf clips

What is different about the jingles in the two videos?



Video 1



Video 2

Activity



- Work as a whole class to brainstorm initial ideas, find a tune, write lyrics, develop and record a jingle.
- In pairs, work to create **the next line of the Awarewolf jingle.**
- Use <https://musiclab.chromeexperiments.com/Song-Maker/> to create the tune.
- As a whole class, explore the catchiness of each jingle. Perhaps have a mini competition between pairs to determine the best and most effective 'next line' jingle the Aware Wolf sings about safety when using public transport.
- This jingle does not have a time limit; however, it should be set to a tune and be catchy. Create a jingle that will keep us safe around trains and trams, all day long – and at night as well.





