# Exploring multimodal texts: Resources

Exploring modes: Persuasive texts

**SunSmart campaign (Slip, slop, slap…)**

Students can compare how the following modes persuade:

1. Original television advertisement: the [Slip, Slop Slap video from 1980](https://www.cancer.org.au/cancer-information/causes-and-prevention/sun-safety/campaigns-and-events/slip-slop-slap-seek-slide).
2. Written text from the Cancer Council: ['The job’s not done until we’re all safe in the sun'](https://www.cancer.org.au/cancer-information/causes-and-prevention/sun-safety/campaigns-and-events/national-skin-cancer-action-week)
3. Promotional poster from Skin Cancer Action Week (below)

*Reproduced with permission from the Cancer Council.*

Graphical user interface

Description automatically generated

**References**

Cancer Council Victoria (2010) *Slip! Slop! Slap! - The Original Sid the Seagull Video*. Available at: <https://www.youtube.com/watch?v=b7nocIenCYg> (Accessed: 4 April 2022).

Cancer Council (2020) *It’s still the same sun*. [Poster].

Cancer Council (2021) *National Skin Cancer Action Week | The job’s not done until we’re all safe in the sun*. Available at: <https://www.cancer.org.au/cancer-information/causes-and-prevention/sun-safety/campaigns-and-events/national-skin-cancer-action-week> (Accessed: 4 April 2022).

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