

Advertisements

Advertisements are a special type of **persuasive writing**. Their purpose is to sell a product or a service. They do this by aiming at a particular type of customer. They use carefully chosen, positive language. They appeal to some aspect of the reader's personality.

For example, words that are used:

Special Offer
Cool
Fun
The best
Free

Exclusive
Cheaper
Smart
The total experience
Guaranteed result

Latest fashion
Number One
Genuine
Bargain
Look no further

Advertisements try to make the reader believe that their product will make them happier, slimmer, healthier, more fashionable, successful, more intelligent, more comfortable, more beautiful, less stressed... The envy of all their friends!

They Promise:

- to cure all your ailments;
- to solve all your problems;
- to change your life for the better.

They make you feel that you can't live without it.

How do they attract your attention and stick in your memory?

- They can use humour to get you in a good mood;
- They ask questions to hook you in;
- They appeal to your senses;
- They use alliteration, rhyme or a play on words to create a memorable slogan;
- They persuade you to imagine yourself using their product;
- They make you feel special.

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- They contain a mix of facts and persuasive comment.
- They focus on the positive and ignore the negative.
- They use exaggerated language, full of adjectives and adverbs to paint an appealing picture.
- They start sentences with the imperative.
- They ask rhetorical questions.
- They use memorable images and slogans.
- Their sole purpose is to convince the reader to buy their product.

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Design your own advertisement:

1. **Complete the writing frame** to gather ideas and information you would like to include in your advertisement.

2. **Put it all together:** Make sure you include the following in your advertisement:
 - a. A title, catch phrase or slogan (must be memorable and to the point)
 - i. Use humour if you can

 - b. An eye-catching photo or picture

 - c. Text to explain the product
 - i. List the benefits and good qualities of the product
 - ii. Give tempting descriptions of the benefits of having the product
 - iii. Ask questions

 - d. Text to persuade people that they need the product
 - i. Use exaggerated language full of adjectives and adverbs
 - ii. Use alliteration or a play on words
 - iii. Mention comments about the product made by other customers
 - iv. Appeal to the senses (sight, hearing, touch, taste, smell)
 - v. Make people feel special and imagine themselves using the product

 - e. Offer good value for money or sale prices

 - f. Instructions for ordering

Marks are awarded as follows:

1. Audience & Purpose – obvious audience, effective purpose – **5 marks.**
2. Message and persuasion – **5 marks.**
3. Creativity – **5 marks.**
4. Effort – **5 marks.**
5. Use of design elements (title, slogan, image, text) – **58 marks.**
6. Mechanics (spelling, grammar) – **5 marks.**

Writing Frame for a poster/advert for _____

Powerful adjectives I could use

Question

Slogan

Features I want to highlight

Information that needs to be really clear

What other methods can you use to persuade your reader?

Use of font size/Use of colour

Review - How well did you stick to this plan?

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	5	4	3	2	1
Audience and Purpose	Ad is geared towards an obvious audience and has a very effective purpose	Ad demonstrates considerable use of a target audience and has a considerable purpose	Ad demonstrates some use of a target audience and shows some purpose	Ad demonstrates a limited use of a target audience and shows limited purpose	Ad does not have a target audience and does not demonstrate a purpose
Message and Persuasion	Ad demonstrates an overt and implied message in order persuade the audience to purchase the product with a high degree of effectiveness	Ad considerably demonstrates an overt and implied message in order persuade the audience to purchase the product	Ad demonstrates a message to the audience for them to buy the product, but it is only somewhat persuasive	The message in the ad is confusing and therefore is not very persuasive for the audience to purchase the product	The ad does not have a clear message and is not persuasive
Creativity	Ad is visually appealing and extremely creative	Ad is considerably appealing and creative	Ad is somewhat visually appealing and creative	Ad is plain and very creative	Ad is not appealing
Effort	Extreme effort was put into creating the ad	Considerable effort was put into creating the ad	Some good effort was put into creating the ad	Very little effort was put into creating the ad	No effort was put into creating the ad
Use of Design Elements *	Incorporates "Design Elements" with a high degree of effectiveness	Incorporates "Design Elements" with a considerable effectiveness	Incorporates "Design Elements" with a some effectiveness	Incorporates "Design Elements" with a limited effectiveness	Does not incorporate "Design Elements" into print ad

* Design Elements

	4	3	2	1	0
Title, catch phrase or slogan	Catchy and creative. People will know what the ad is about	Creative, but somewhat unclear	Not very catchy, nor creative or clear	Present, but confusing	Not present at all
Image	The image would catch a reader's attention and applies to the ad	The image would catch a reader's attention, but doesn't apply to the ad	The image would not catch a reader's attention, but applies	The image would not catch a reader's attention, and doesn't apply to the ad	The image is missing
	The image appeals to the target market	The image appeals somewhat to the target market		The image does not appeal to the target market at all	The image is missing
	The image is colorful	The image is somewhat colorful	The image is a little bit colorful	The image is not colorful	The image is missing
Text	Describes the product (s)	Somewhat describes the product (s)	Doesn't describe the product (s) very clearly	Doesn't describe the product (s) at all	The text is missing
	Suggests reasons to buy the product, very convincing	Suggests reasons to buy the product, but not very convincing	Suggests reasons to buy the product, but not convincing at all	Doesn't suggest reasons to buy the product	The text is missing
	Explains how to purchase the product clearly	Explains how to purchase the product, but not very clearly		Doesn't explain how to purchase the product	The text is missing
	Offer good value for money or sales prices – present and convincing		Value for money or sale prices present – not very convincing		Value for money or sale prices not present at all
Target Market and Persuasive Technique	The target market is clearly identified	The target market is somewhat clearly identified	The target market is somewhat identified, but not clearly		The target market is not identified at all
	The persuasive technique is appropriate for the target market	The persuasive technique is somewhat appropriate for the target market		The persuasive technique is not appropriate for the target market	The persuasive technique is not incorporated
Spelling, Grammar, Mechanics	Correct spelling	Mostly correct spelling	Lots of spelling errors	Poorly edited	
	Correct sentence structure	Mostly correct sentence structure	Lots of incorrect sentence structures	Poorly edited	