



PERSUASIVE LANGUAGE

Use of Pronouns:

- The reader thinks the advertisement is directly addressed to them.
- Examples:
‘We will do all the hard work for you.’

Personal Pronouns

Writers often use **personal pronouns** such as ‘we’ and ‘you’ in the text.

“Do **you** really want to be in the kitchen all evening? Well now **you** don’t have to. With new Quick Meals **you** can have home-cooked food on the table in minutes.”



“Violence is an issue that affects all of **us**. **We** want to feel safe on **our** streets at night, secure in **our** own homes...”



Why do you think writers do this?

Short Sentences:

- Use short sentences for impact.
- Examples:
“Its so easy”
- Use of ‘and’ and ‘but’ to make points seem straightforward and honest.
- Example:
“And, what’s more...

Short snappy sentences

- Short snappy sentences are often used in persuasive writing in order to have an impact with the audience or for emphasising a point.

- E.g., **Stop. Look. Listen. Live.**



These are the words of the recent advertising campaign for Road Safety persuading young people to be careful on the road.

Contractions

- Contractions creating a conversational tone.
- Example:
“ You couldn't ask for better.”

CAN'T	CANNOT
DIDN'T	DID NOT
SHE'S	SHE IS/HAS
SHE'LL	SHE WILL
HE'D	HE HAD/WOULD
WE'RE	WE ARE
WE'LL	WE WILL
I'D	I HAD/WOULD

Adverbs & Adjectives:

- Adverbs are used for emphasis. Simply, naturally, just. Or to prove that something is correct.

- Examples:

“definitely, of course.”

- Adjectives to describe the selling point of the product.

Example:

“brilliant, best, cheapest”

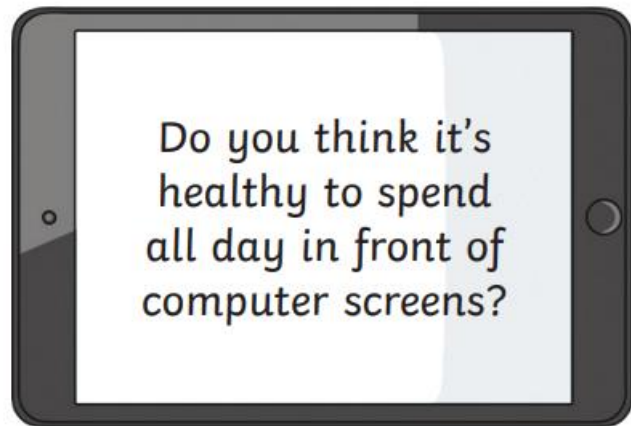
Emotive Words

- disappointed
- disgusting
- terrible
- awful
- unimaginable
- shocking
- appalling
- frightening
- exciting
- amazing
- wonderful
- incredible
- astonishing
- imperative
- unbelievable

Rhetorical Questions:

Example:
Unhappy with your broadband provider?

rhetorical question



Technique: Rhetorical Question

Definition: A question which does not require a response

Effect: Involves the reader and invites them to consider the issue further

Example: 'Can we really ignore the climate change crisis?'

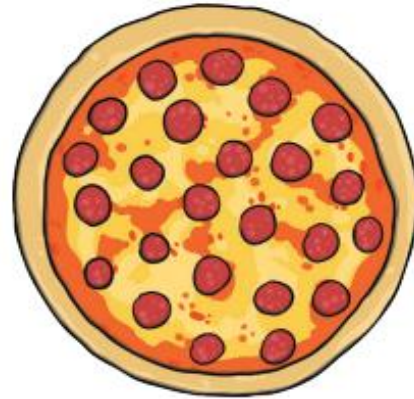


Conduit

Alliteration:

- Is used so that attention is drawn to words .
- Example:
- **Better broadband.**

alliteration



A perfect pepperoni pizza!

Model verbs:

- Such as 'will', 'can', and 'could'.
- Emphasising what will be achieved.
- Example:
- 'We will change the way you view your broadband!'

◦ **Bullet points, bold, italics:**

- To make the information stand out.
- Example:
- “ We are the country's ***number one*** broadband provider!”

Quotation from satisfied customer:

- To show the readers others are impressed with the product.
- Example:
“ Really great product”

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- Use of pronouns: you ,us , we.
- Short sentences : Look no further!
- Use of “and” and “but”: Each child feels valued and important.
- Apostrophes for omission : We’ll stretch them, we’ll assist them , we’ll push them to succeed!
- Adverbs : We really do provide an all-round education.
- Adjectives : friendly , amazing , outstanding , exceptional, warm,
- Rhetorical questions: Fed up of your child getting lost in the crowd?
- Modal verbs : ... will reach their full potential.

- Bullet points, bold, italics, quotation: “Yash used to be so unmotivated...”