

Persuasive Writing:

Alliteration:

the use of several words together beginning with the same consonant **sound**. (sound not spelling)

It is another way of “grabbing” the reader’s attentions

e.g. a funny photo of a fabulous phone

in adv. 1: fascinating, fun festival! Fantastic!

Look at adverts two and three. Find examples of persuasive language.

Advert 2: the choice / always my choice

Would the advert be more or less persuasive if it said:

"It could be the right choice but it might not be."

"Choose them if you want to."

Advert 3: e.g.

damaged or destroyed: Is this more or less persuasive than 'been messed up a bit'?

the size of 35 football pitches: Is this more or less persuasive than 'a few football pitches'?

Tropical forests should be seen as one of the greatest storehouses of nature's diversity: Is this more or less persuasive than 'Tropical forests are quite useful'?

Repetition

One of the adverts repeats a five-word phrase. Which one?

Advert 3: the destruction has to stop

Why does it do this?

- Repeating words/phrases helps to lodge the 'message of the advertisement in the reader's brain. The advertisement wants the reader to realize and think about the destruction, and not easily dismiss it.

Find a phrase that is nearly the same as the destruction has to stop, i.e. and stop the destruction.

- **Why do they think it is included? What effect does it have?** The advertisement has given the accurate but depressing facts about the destruction of forests. By ending with and stop the destruction readers feel that there is something they can do. It isn't inevitable and hopeless. It has said it must stop and now it gives a way to stop it.

Information

- The term statistics, i.e. a group of numbers that represent facts or describe a situation.

Find an example of each one in the advertisements.

Examples:

dates: July / 14th January / 2011

addresses: www.carltonshoes.org / International Forests,

740 City Road, London N22 6BW

price: \$200-\$250

statistics: 13 million / 80% / 1.6 billion

Discuss why they are an important part of each advertisement.

- Explaining the importance of the information is often easier if students are asked what effect it would have if the information isn't there, e.g.

What problems would it present to the reader if the advert for the festival didn't say when the festival was or when the completed form had to be in by?

Would as many people want to buy Aether trainers if the advert didn't mention the price? Why?

Would people understand the seriousness of the problem if the advert for saving the rainforest had no statistics?

Why?

Quotes

Find two examples of quotes and who is quoted in the advertisements.

1

Always my choice.: Ben Hill, Olympic® athlete

2 Forests affect the lives of all our people. Yet while people are dependent on forests, our forests are also dependent on people. The Environment Minister of the Philippines Discuss why you think quotes from these particular people have been used.

1 'Celebrities' are often used in adverts. People will often buy/use/support things that famous people are supposed to buy/

use/support. Do you think this works? Are they affected by celebrities in adverts? Why?

Why not?

2 The advertisement is about a very serious subject.

The advertisers have used a member of a government because:

- it will be assumed a government minister knows what he is talking about
- it shows that people at the very highest level are taking the problem seriously.

Layout / Appearance

Think about the target audience for each advert and discuss the use of text / colour / illustration / font size / bold / italics. Does each advertisement attract its target audience?

Advert 1: fair amount of text / colourful / funny illustrations / large, colourful heading / bold used to say what is needed and how reader can help

Have a class vote as to whether students think it does or does not appeal to its target audience. Students explain their reasons.

Advert 2 very little text - making the product name stand out / coloured / funny illustration / photograph / large font / product name in bold

Vote as to whether you think it does or does not appeal to its target audience. Explain their reasons.

Advert 3: minimal use of most features / bold to emphasis the repetition

Discuss why you think this advert has not included colour photos, etc.

The more elaborate an advert is in terms of colour / illustration / different fonts, etc. the more expensive it is.

The advertisers do not want people to think that some of their donations are going to pay for 'fancy' advertising.

Writing assignment

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