



Persuasive Writing

Creating an advertisement

What is an advert?

An advert sells or promotes something, such as a product, service or event. It tries to **persuade** people to buy the product.

Some things you might see advertised are:

- Shops
- Food/restaurants
- Toys

How does persuasive writing help to sell a product or service?

- It sends a **positive message** about the product or service.
- It helps to **aim** the advert at a particular type of customer.
- It makes it **appeal** to the reader's personality.
- Its purpose is to **sell**.





What can an advert lead the reader to believe they will become should they use the product?

- Happier
- Successful
- Fashionable
- Less Stressed
- Unique and special
- More comfortable
- Healthier
- More intelligent
- Better looking

Appealing Language

Here are a few examples of some terms used in adverts:

FREE

EXCLUSIVE

Healthier

Number**ONE**!

Look no
further!

Special Offer

Can you think of any more?

What promises do adverts offer you?

- To **solve** all your **problems**.
- To **change your life**.
- That your life will be **worse without it**.
- That you won't find a better product.

How do adverts catch your attention and stick in your memory?

- They ask questions to draw you in.
- They use alliteration, rhyme and wordplay to come up with catchy slogans.
- They use positive comments made by other customers.
- They use humour to make you like them.
- They focus on a sense that appeals to you, e.g. taste, smell, feel...

Summary

Adverts:

- Focus all on the **positive** and not on the negative.
- Use **bright** colours and images to catch your attention.
- Use a mix of facts and persuasive and exaggerated **language**.
- Use **catchy** slogans and sayings.



Adverts everywhere!

WONDER WORLD
THEME PARK
Attractions from around the world!



HALF TERM MEGA ATTRACTION
EDGBASTON CRICKET GROUND
PERSHORE ROAD B5 7QU on A441
FREE ADMISSION THURS 12th to SUN 22nd FEB
OPEN DAILY from 1pm to 9pm
Bus Route: 43, 47 from City.
DISCOUNTS AVAILABLE FROM WWW.WONDERWORLDTHEMEPARK.CO.UK

Smoothies mit Extra-Power



innocent
Super Smoothies

**SMALL DOG
SEEKS BIG
LOVE**



Looking for love? For just £1 a week you can sponsor an abandoned dog like me. In return, you'll get a sponsor's certificate, updates on your chosen dog and unconditional love.

SPONSOR A DOG TODAY

TEXT 'DOG' TO **64118**  DogsTrust
www.sponsoradog.org.uk

big. beefy. bliss.



Double Quarter Pounder®
with Cheese

Big Mac®

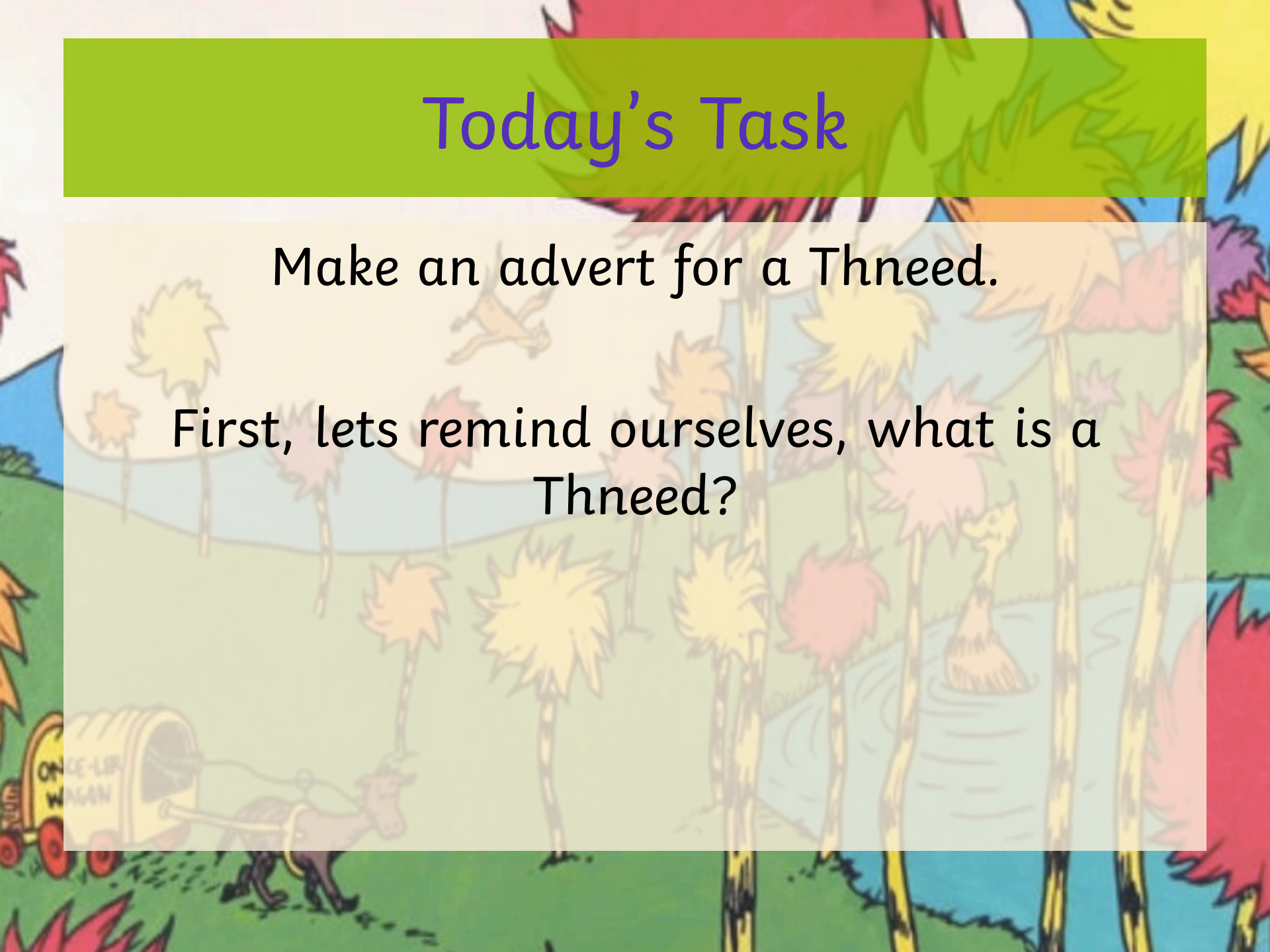
Angus Deluxe
Third Pounder®

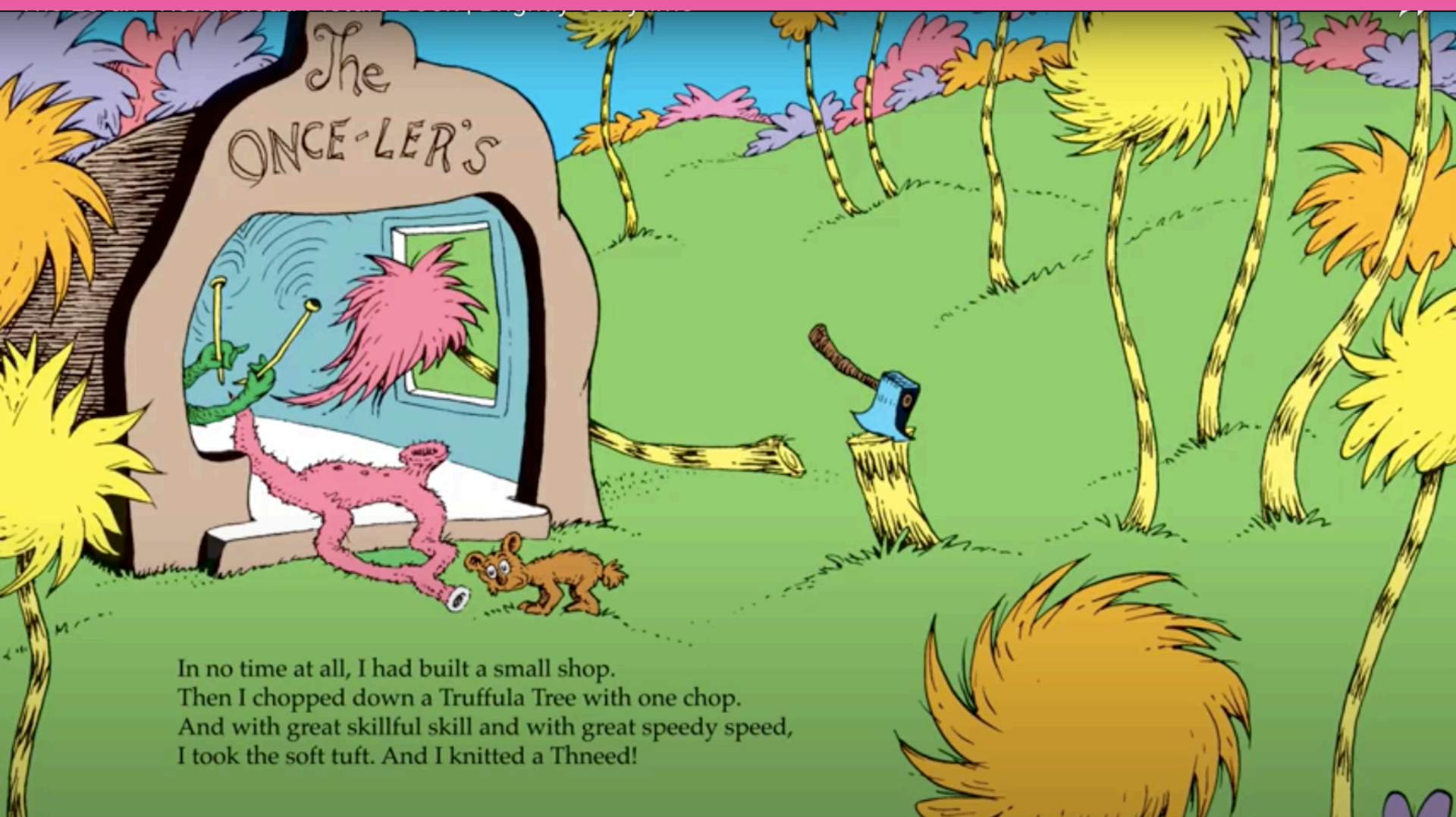
i'm lovin' it®

Today's Task

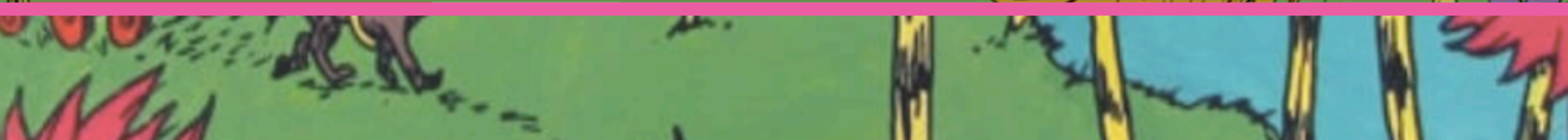
Make an advert for a Thneed.

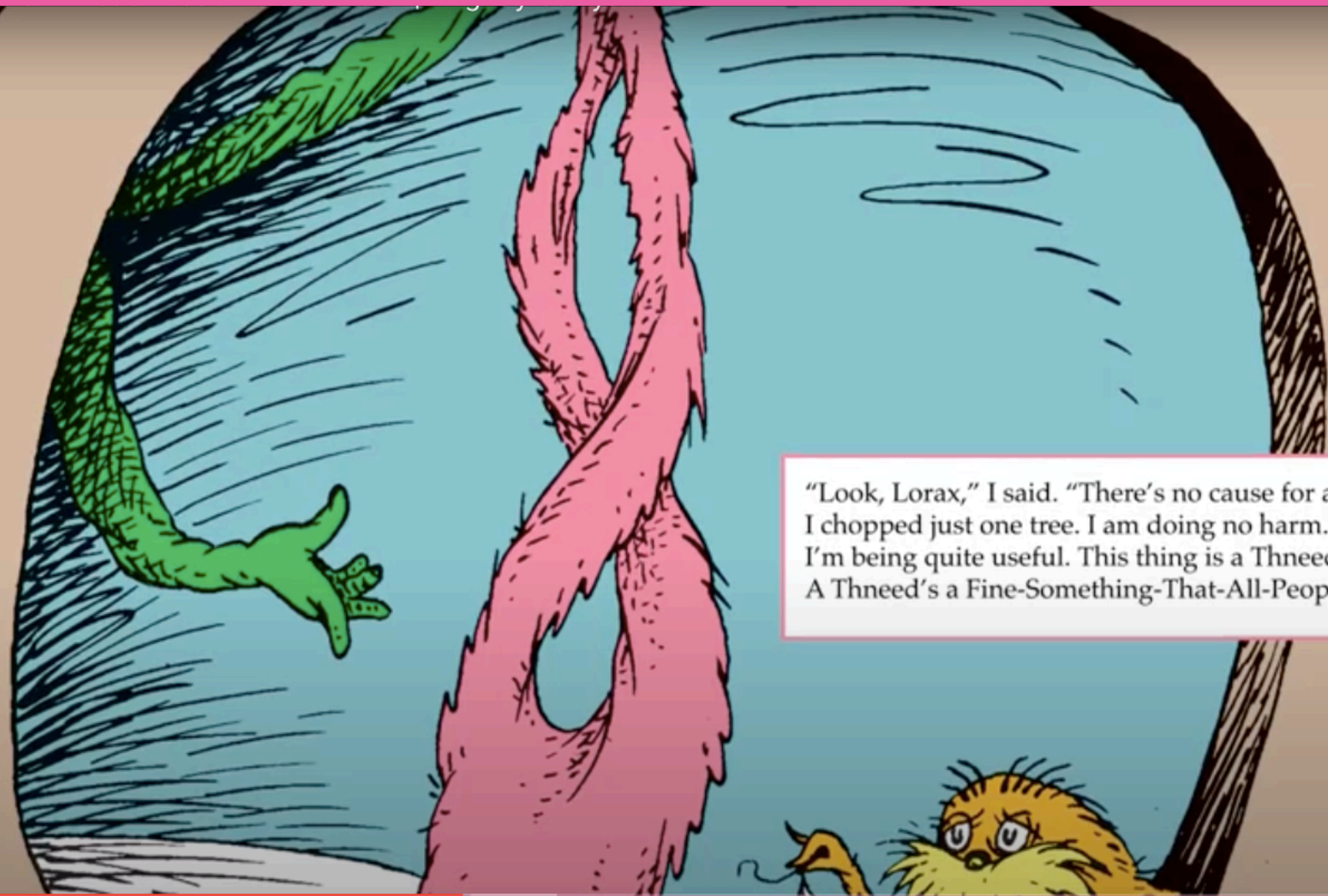
First, let's remind ourselves, what is a Thneed?






In no time at all, I had built a small shop.
Then I chopped down a Truffula Tree with one chop.
And with great skillful skill and with great speedy speed,
I took the soft tuft. And I knitted a Thneed!






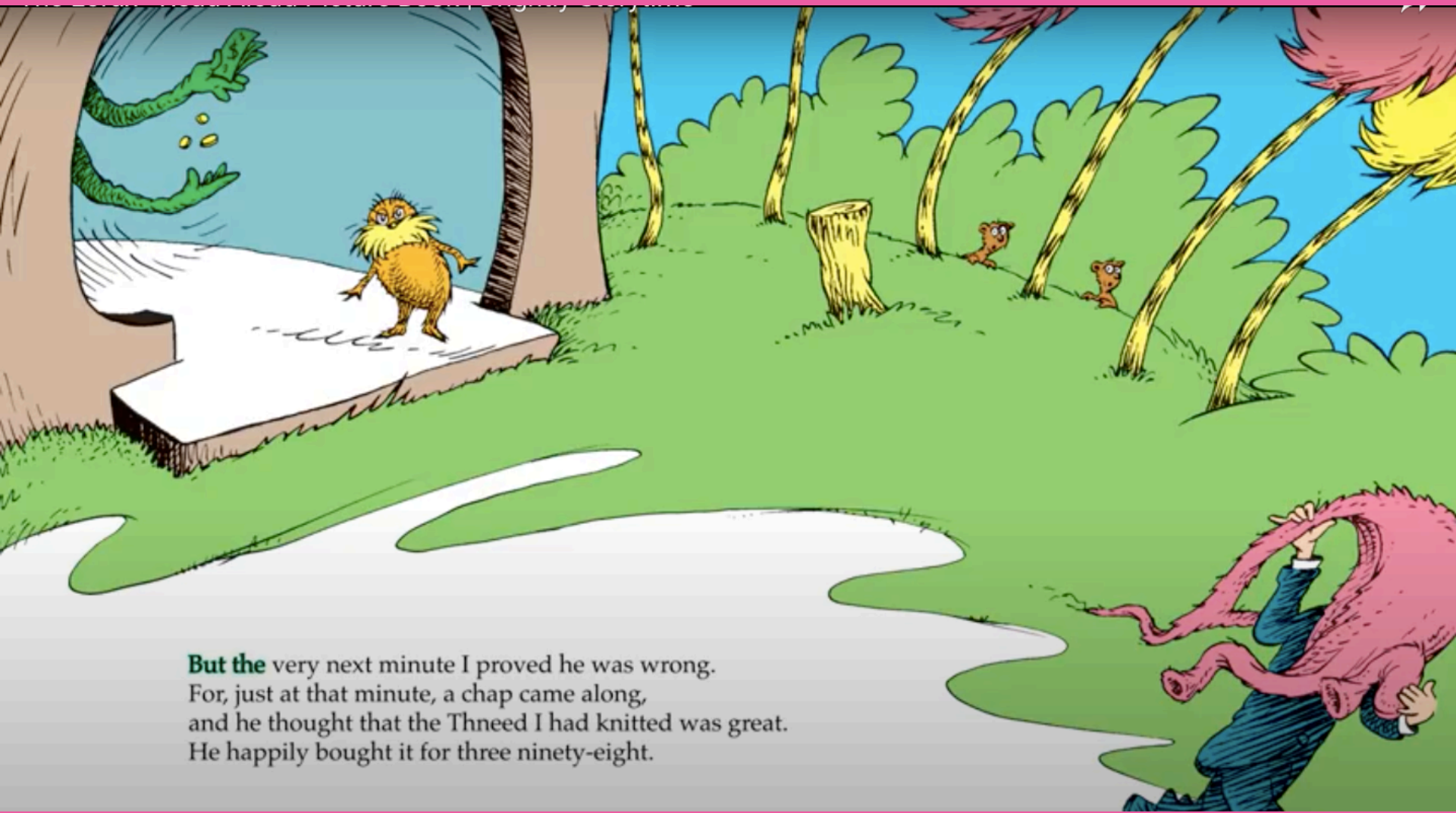
"Look, Lorax," I said. "There's no cause for alarm. I chopped just one tree. I am doing no harm. I'm being quite useful. This thing is a Thneed. A Thneed's a Fine-Something-That-All-People-Need!"



It's a shirt. It's a sock. It's a glove. It's a hat.
But it has *other* uses. Yes, far beyond that.
You can use it for carpets. For pillows! For sheets!
Or curtains! Or covers for bicycle seats!"



The Lorax said,
"Sir! You are crazy with greed.
There is no one on earth
who would buy that fool Thneed!"

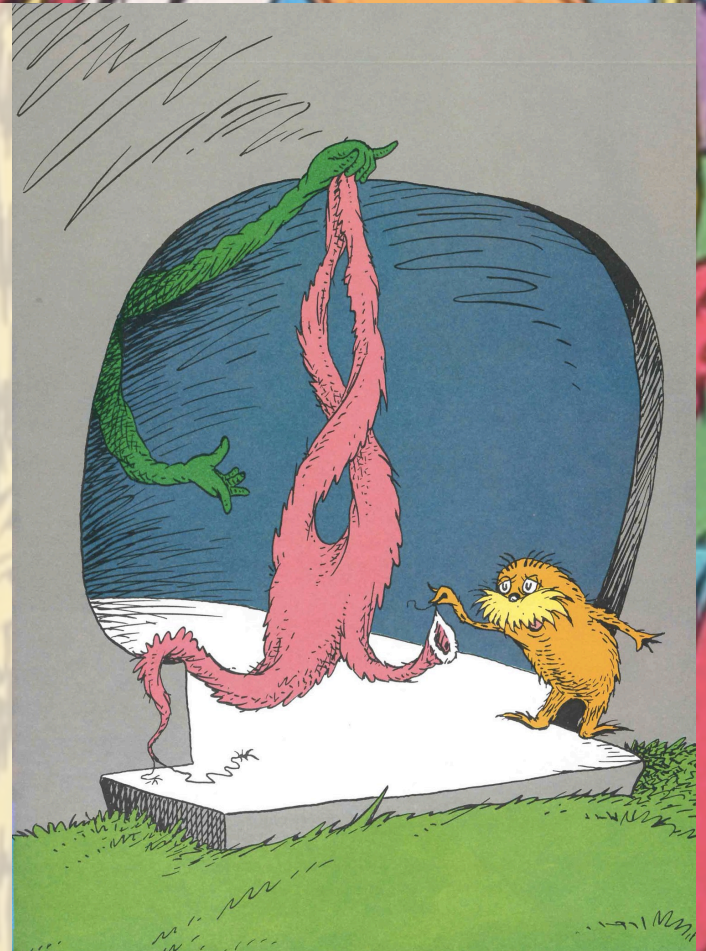


But the very next minute I proved he was wrong.
For, just at that minute, a chap came along,
and he thought that the Thneed I had knitted was great.
He happily bought it for three ninety-eight.

You Need a Thneed!

This thing is a Thneed. A Thneed's a fine something that all people need! It's a shirt. It's a sock. It's a glove. It's a hat.

But it has other uses. Yes, far beyond that. You can use it for carpets. For pillows! For sheets! Or curtains! Or covers for bicycle seats!



Your Turn!

Design an advert for a Thneed. Don't forget to:

- Focus all on the **positives** and not on the negatives.
- Use **bright** colours and images to catch the audiences attention.
- Use a mix of facts and persuasive and exaggerated **language**.
- Use **catchy** slogans and sayings.