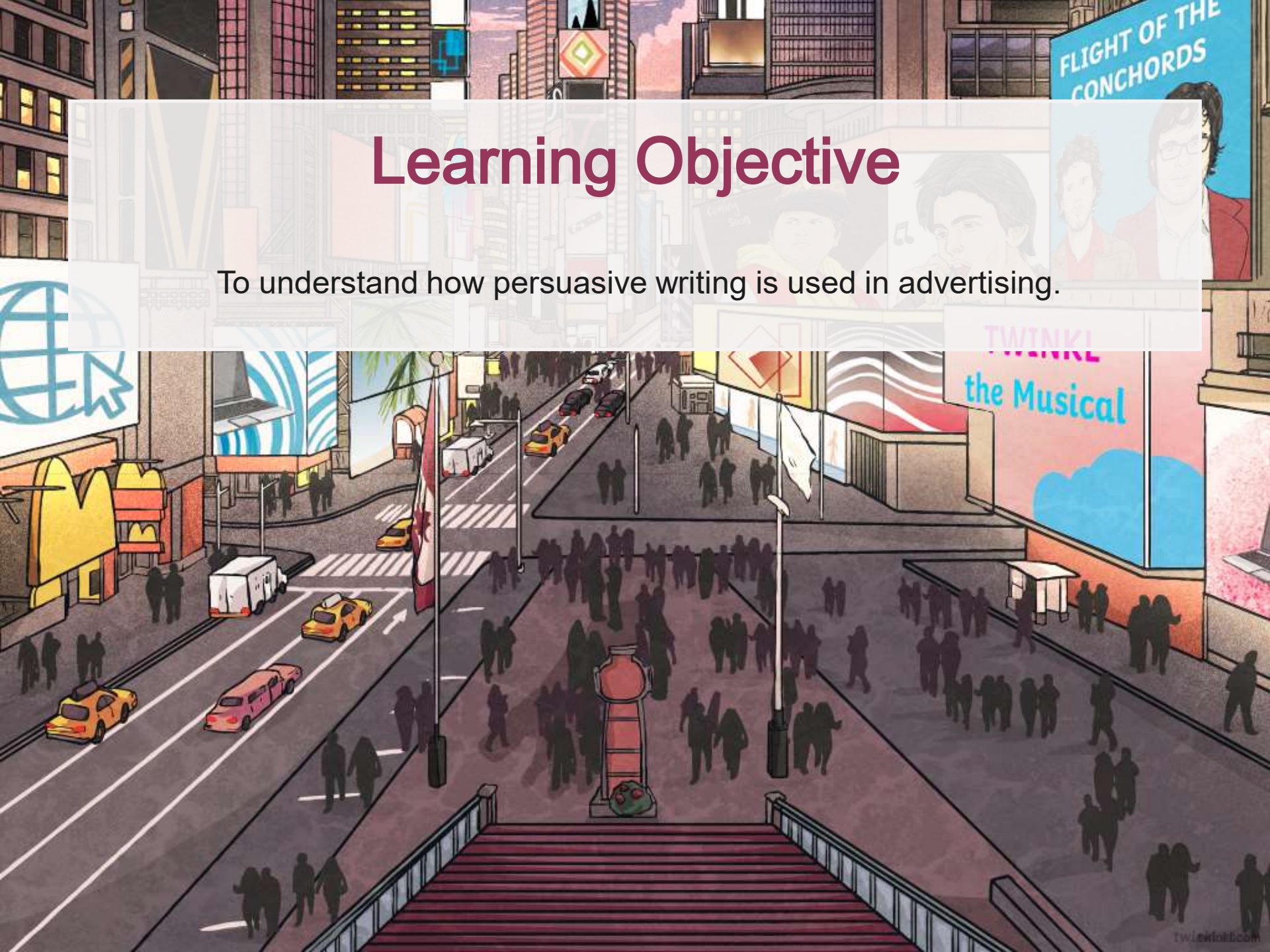


Learning Objective

To understand how persuasive writing is used in advertising.



Advertising

We are exposed to television, newspapers, radio, the Internet, social media and many different forms of media every day.

We are constantly surrounded by media. Therefore, we may not even realise that we are seeing and hearing hundreds of advertising messages every day!

Can you think of any advertisements you saw recently?

Where did you see them?

What was being advertised?

Advertising

Many of the products we buy and use every day are made by companies. Our clothes, food, technology, books, games and toys are often made by large companies.

These companies want us to buy and use their products. However, they need to spread the word about their product. These companies pay for media to communicate their message and promote their product. The main aim of the media is to persuade us to buy or use a product. This is called **advertising**.



What Is the Point of Advertising?

Advertising is always trying to do one of four things:

Tell us
something we
need to know;



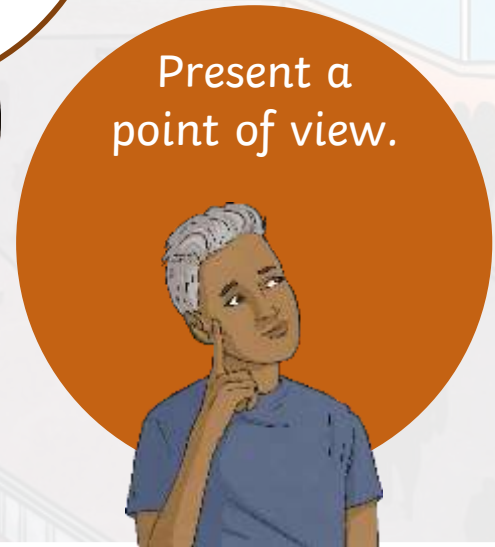
Persuade us
to buy a
product;



Persuade us
to change our
behaviour;



Present a
point of view.



Purpose of Advertising

The purpose of an advert is to **sell** to people. Adverts are often aimed at a particular type of consumer. Companies may create media advertising aimed at adults, children, younger people, older people or families.

Advertising sends a **positive message** about the product or service. Adverts are made to appeal to the consumer's personality.



Influence and Impact of Advertisements

Emotions play a big part in advertising. Advertising is created to get an emotional reaction. Advertisements are carefully created to make us have certain feelings; happy, excited, safe, interested, or enthusiastic. We associate these emotion with the product or brand being advertised. In this way, we feel that having a certain product or brand will make us happier, safer or even look better.

Everything in the advertisements we see around us is carefully chosen to make a product or brand look exciting and attractive and appeal to the audience.

Adverts sometimes use catchy music or jingles so that we remember the product.



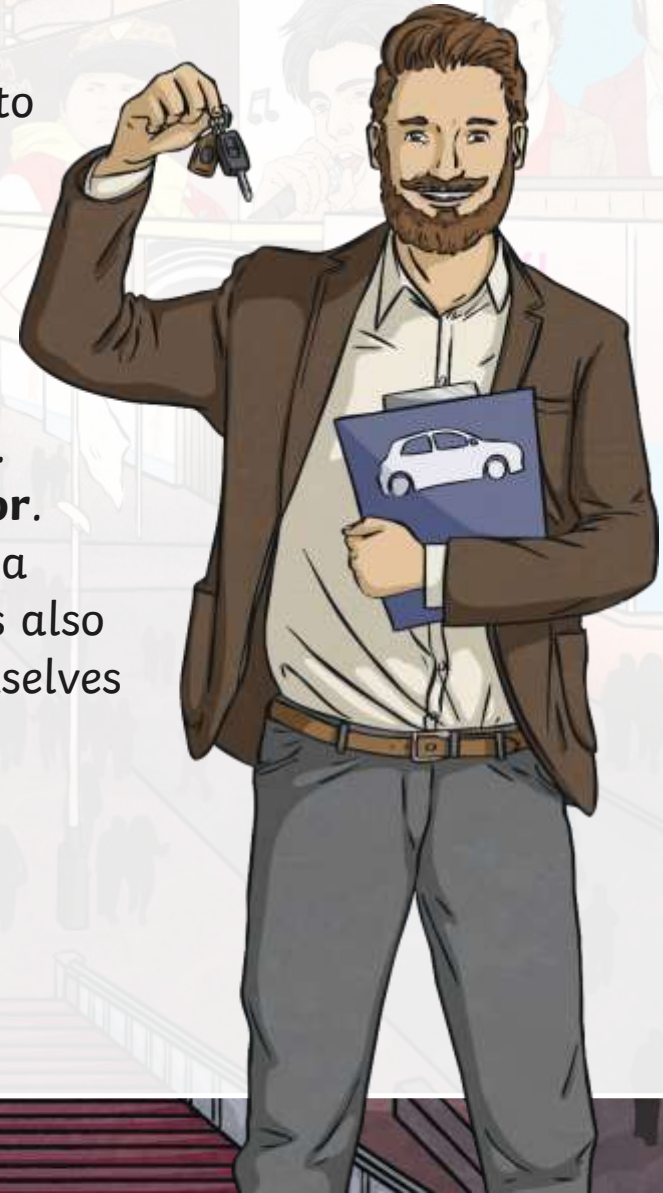
Celebrity Ambassador

Companies sometimes pay a famous person to use or endorse a particular product.

Companies know that seeing a celebrity drinking a particular drink, or wearing a particular brand of clothing can make that drink or brand seem more popular. This can make people want to use or buy the product.

This is what is called a **celebrity ambassador**.

The celebrities get paid a lot of money to be a celebrity ambassador. Nowadays, companies also pay people who make videos or stream themselves playing video games to use their products.



Advertising Guidelines

There are some general guidelines that advertising must follow. Those who make media must make sure their adverts follow these guidelines:

Adverts should treat everyone equally.

Adverts should not exaggerate, mislead or deceive.

Adverts should always be clear and truthful.

Adverts should not upset a child or cause them to have negative feelings.

Adverts should not promote an unhealthy diet or lifestyle.

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

NumberONE!

**Look no
further!**

Special Offer

Can you think of some
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.

