

# Persuasive Writing in Advertisements



# How does persuasive writing help to sell an idea?

It helps to aim the advert at a particular **type of person**.

It sends a **positive message** about the beliefs of the person or the idea being promoted.

It makes it appeal to the reader's **emotions**.

Its purpose is to **promote** to people or **convince** them to do something.





Happier

Better looking

More intelligent

Successful

What types of things should an advert make the reader believe that they will be, if they take on the ideas?

Healthier

Cool

Less stressed

More comfortable

Fashionable

Unique and special

# Emotive Language

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

Healthier

Life-threatening

Exclusively

Relax

Vulnerable

opportunity

Can you think of more?

# What types of things do adverts promise you?

To **solve** a **problem**.

This product will change **your life**.

You **won't find a better** way to invest your time or efforts.

All the **conscientious and thoughtful people** are taking notice.

You'll **be happy** if you make a change.

You will **miss out** in life **without** making this change.





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

They **focus on a sense** e.g. taste or yours and cater to it.



They ask **questions** to hook you in.

They appeal to your emotions to make you feel bothered enough to change.

They use **alliteration, rhyme and word play** to come up with catchy **slogans**.

Use **positive comments** about others who have made a change..

