

Persuasive Writing

You are trying to advertise a location to visit. Advertisements are a special type of persuasive writing.

Their purpose is to sell a product or a service.

They do this by aiming at a particular type of customer.

They use carefully chosen, positive language.

They appeal to some aspect of the reader's personality.

They try to make the reader
believe that their product will
make them:

Happier
Healthier
Slimmer
Successful
More comfortable
More fashionable
More intelligent
More beautiful
Less stressed
The envy of all their friends!

They use carefully chosen language to appeal to their target audience.

A circular arrangement of 14 marketing phrases in purple text on a light blue background. The phrases are: Special Offer, Fun, The Best, Number One, Genuine, Latest Fashion, Bargain, Look No Further, Guaranteed Result, Smart, Cheaper, Exclusive, Cool, and The Total Experience. The phrases are arranged in a circle, with some overlapping.

Special Offer
Fun
The Best
Number One
Genuine
Latest Fashion
Bargain
Look No Further
Guaranteed Result
Smart
Cheaper
Exclusive
Cool
The Total Experience

They promise:

- to cure all your ailments;
- To solve all your problems;
- To change your life for the better.

They make you feel that
you can't live without it.

How do they attract your attention and stick in your memory?

- They can use humour to get you in a good mood
- They ask questions to hook you in- rhetorical questions- Are you missing the sunshine? Do you want a beautiful break?
- They appeal to your senses- feel the sun shining on your skin, taste the delicious local foods, smell the salty ocean
- They use alliteration, rhyme or a play on words to create a memorable slogan;
- They use hyperbole (exaggeration) **THE BEST PLACE IN THE WORLD!**

Advertisements

They contain a mix of facts and persuasive comment.

They focus on the positive and ignore the negative.

They use exaggerated language, full of adjectives and adverbs to paint an appealing picture.

They start sentences with the imperative.

They ask rhetorical questions.

They use memorable images and slogans.

Their sole purpose is to convince the reader to buy their product.