

Purpose

To promote/sell goods or a service.
To persuade the reader to take a course of action.



English writing genres

Advertisements



Useful words and phrases

Rhetorical question starters:

Bored by...?
Do you think that...?
Ever considered...?
Fed up with...?
Have you ever thought about...?
Haven't you always longed for a...?
Isn't it time to...?
Need a...?
Thought about...?
Tired of...?
Why not...?
Worried about...?
Wouldn't it make sense to...?

Starting sentences with a verb or verb phrase:

Consider	Don't
Enjoy the	Imagine
Relax with	Go on
Treat yourself and	
Take a moment to	

Additional language features

Persuasive statements:

All you have to do is
For the rest of your life
Now you can
You will never need to ... again
It will

Useful adjectives:

amazing	sensational
astonishing	startling
attractive	tantalizing
extraordinary	unbelievable
impressive	unforgettable
incredible	unique
outrageous	unmatched
phenomenal	unmissable
remarkable	indescribable

Features of advertisements

- Advertisements have a slogan (a catchy phrase) that attracts the reader's attention.
- They use either a strong statement or a suggestion at the beginning to capture the reader's attention and encourage them to read on.
- Use rhetorical questions (a question that does not require an answer) to persuade the reader.
- Start some sentences with a verb to make your language more forceful.
- Sentences should be short, succinct and punchy. This enables you to get to the point quickly and create impact and emphasis.
- Include some persuasive statistics, some interesting facts or some form of evidence to support your argument.
- Create a 'need to belong' by making the reader think that everyone needs 'the item', 'to do something' or 'be involved in something'.
- Get across the idea that it would be foolish not to follow the points that are talked about in the advert.
- Generally, advertisements are short and to the point and can use humour to win over the reader.