

Persuasive Devices



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

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

It sends a **positive message** about the product or service.

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

Its purpose is to **sell** to people.



Happier

Better looking

More intelligent

Successful

What types of things should an advert make the reader believe that they will be, if they use the product?

Cool

Healthier

More comfortable

Less stressed

Fashionable

Unique and special

Appealing Language

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



Healthier



Free



Exclusive



New Improved



Number One!



Special Offer

Can you think of more?

Alliteration

Alliteration is the stylistic device of using a series of words that begin with the same sound.



Walking **w**ombats **w**obble.

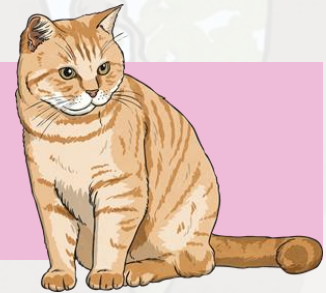
A **p**articularly **p**erfect **p**izza!



Repetition

To repeat the same thing more than once. This can be done by repeating the words or sentence in the same way:

Cats are the best! They make great pets and are very friendly, **cats are the best.**



or

the meaning can be retained but stated in a different way using the same words:

Cats are the best! They make great pets and are very friendly. You should choose a **cat** because they make the **best** pets.

Rhetorical Questions

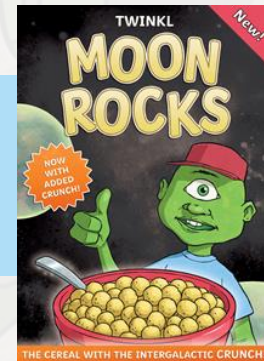
A rhetorical question is one that does not require an answer.

Can you really afford to ignore this warning?



Will you let this bargain pass you by?

How will you ever forgive yourself if you don't buy this product?



Emotive Language

Sometimes writers deliberately choose words to be emotive.

Emotive language means words that create an emotion in the reader.

How does this make you feel? What are the emotive words?

After Christmas every year, there are thousands of abandoned puppies left to wander the streets, scared and alone.

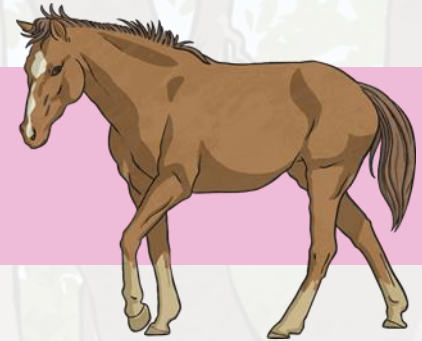
Only your support can rescue them.



Exaggeration

A statement/information that is untrue or over the top.

I could eat a horse I'm that hungry!



I will explode if I am asked to do that again!

The motorbike travelled faster than the speed of light.





Advertise a holiday to Kensuke's Island

Imagine a luxurious holiday to Kensuke's Island. Imagine a five star hotel, excursions and experiences. Write a persuasive advert describing the island. Think about your audience. - Is your holiday advert for a family? Couples? Retired couple?

Rhetorical questions – Why not relax on the white, sandy beach?

Alliteration – beautiful beach, tall trees etc.