

Persuasive Advertisement

Year 8 English – Due Week 4 – 450 words

Learning Intentions: Understand how rhetorical devices are used to persuade. Analyse how the text structures and language features of persuasive texts vary. Create imaginative, informative and persuasive texts that raise issues, report events and advance opinions, using deliberate language and textual choices, and including digital elements as appropriate.

Your Task: Create an advertisement to sell a product. Your ad should be a mini poster, about A4 size, made in word or power point. Your product can be anything you like – something that exists, or something you would like to be invented, like an invisibility cloak or a robot that does your schoolwork for you.

STEP 1: Fill out the planning sheet & check with me before you start

STEP 2: Write your ‘Copy’ – do this in a word doc & share with me. Must be submitted & checked BEFORE you start designing layout!

Copy is the name for the descriptive text in an advertisement that tells the audience what your product is, what it’s for, and why they NEED to buy it! You should use **adjectives** to make your product sound fantastic (e.g. crunchy, delicious, amazing), and **superlatives** to explain how your product compares to other things (e.g. the most delicious, healthiest, tastiest, finest, newest).

Your copy should also use the three pillars of persuasion:

- **Logos:** explain logically why your product is the best, or persuade the reader with facts and statistics
- **Ethos:** use credibility to persuade the reader by claiming that experts or celebrities endorse your product.
- **Pathos:** motivate people to buy your product by making them feel something (e.g. guilty, happy, insecure) and then saying your product can help.

Copy length: 450 words min

STEP 3: Decide on a Headline

Advertisements often use questions as a headline to get people thinking – e.g. “want a healthy start for your kids?” or “Are your feet tired and sore at the end of the day?” Invent a headline that will grab people’s attention.

STEP 4: Create a Slogan

Invent a catchy slogan for your product. Advertisements often use slogans to help people remember the product. Think of any ad slogans that you can remember – what made it stick in your memory?

- Did somebody say...?
- I’m lovin it
- Have a break, have a Kit Kat

STEP 5: Visual Design Once you have written your copy, heading & slogan, you can begin planning the layout of your poster. Include an eye-catching graphic and make sure the heading & slogan are clearly visible & easy to read.

marking Rubric

Criteria	A	B	C	D
Headline: <ul style="list-style-type: none">• Uses a clear and eye-catching headline, a question or title designed to grab attention				
Slogan: <ul style="list-style-type: none">• Uses a catchy or memorable slogan or saying to describe product or help audience remember product name.				
Copy: <ul style="list-style-type: none">• Describes product and explains why it's useful• Uses adjectives and superlatives to make product sound appealing• Uses all 3 persuasive techniques (pathos, ethos, and logos) effectively to persuade audience to purchase product				
Presentation & editing: <ul style="list-style-type: none">• Poster was attractive, eye catching & well designed• Text was carefully edited and contained no grammar, punctuation or spelling errors				