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Name: _____

Date: _____

INTRODUCTION

Almost without being aware of it, we are bombarded with persuasion every day. You cannot watch television, listen to the radio, or read a magazine without advertisements. Advertisements try to get people to choose a particular product or service. In fact, you can't drive down the road without seeing advertisements.

But there are other ways people use persuasion. Your friends at school may try to persuade you to join them in a game. Another student may try to persuade you that he or she is the best person for class president. These people are trying to persuade you to think in a particular way. They are trying to influence your thinking.

Persuasive writing has some special features.

- It tries to attract the reader's attention.
- It may use a mixture of logical and emotive language.
- It sounds convincing (as if the writer is an expert).
- It may contain a slogan and a concluding statement.
- It often appears to address the reader/listener in a personal way.

Read this ad from a suburban newspaper.

**Put yourself in the spotlight!
Take center stage**



Our Motto: *We will put you on
the road to **STARDOM!***

Debbie's Spotlight Drama School
Certificates for all who complete the three
week course.
*Also classes in singing and dancing.

LEARNING POINTS

- speaks to the reader directly by using the words *yourself* and *you*
- attracts the reader's attention by a picture and big print for the heading
- this ad appeals to your emotions more than your common sense (logic)
- the ad gives the impression that this could be happening for you right now
- makes use of a slogan
- you see yourself becoming a great star
- the certificate is an extra incentive
- concluding statement (other classes available)

1. Who are you supposed to think of instead of the characters in the ad? _____

2. What is the slogan for the drama school? _____

3. This ad appeals to your emotions. True False

4. In actual fact, will everyone become a star? (Yes / No) (Circle one answer.)

5. Debbie has provided proof that she is an experienced drama teacher. (Yes / No) (Circle one.)

Answers: 1. yourself 2. We will put you on the road to stardom! 3. True 4. No 5. No

EARTH FIRST

by David Bowden & Jenny Dibley

(Note: This excerpt comes just after the information on page 53, Understanding Persuasion.)

Sale Time

Bargain sales are a great way to tempt consumers. Most shops have sales regularly, to move old or discontinued stock. Are there really bargains in these shops or is it just a way to get you to buy the products even if you don't need them?

A lot of money is spent on advertising bargains. How often have you run to the mailbox, seeing if there is something in it, possibly a letter for you, only to find a wad of advertising material?

Most forms of advertising follow a simple format. Advertisements promote a way of life that is

presented as ideal. People in advertisements are usually attractive, happy, own expensive cars and houses, and generally promote a high standard of living. Is this really how most people live?

Hurry Before They All Run Out!

There are many ways of persuading us to consume. Sometimes we shop to the sound of a voice telling us we can get "two for the price of one!" or "hurry before they all run out." We are often told that "an offer like this will never be repeated." The implication is that we cannot live without these products.

- The writers have included questions in the passage. These questions are meant to
 - be answered by the reader.
 - make the reader think about the subject.
 - be given to shopkeepers to answer.
 - help readers with their research.
- The main reason for salespeople saying "hurry before they all run out" is to
 - make sure all buyers have a chance to buy.
 - inform consumers that the amount of stock is in short supply.
 - persuade the buyer that there is a need to purchase the item quickly.
 - sell stock that is very popular.
- Advertisers have many ways of persuading consumers to buy. True False
- Most advertising uses ordinary people in ordinary situations. True False
- Has anyone in your family bought something they didn't really want? _____
What was it and why did they do it? _____
- The writers of this excerpt use a writing technique often used by advertisers. It is
 - speaking to the reader in a very personal, friendly manner.
 - making the matter so urgent that the reader must act immediately.
 - repeating the same information and slogans over and over again.
 - appealing to the reader's need to be part of a better way of life.
- This excerpt is meant to (Check one box.)
 - make you more suspicious of advertising.
 - convince you that advertising is for your benefit.