# Advertising

# **Advertising** –
## a tool used to get people to buy something

- Magazines
- Newspapers
- Radio
- Television
- Billboards

# **Advertising** –
## a tool used to get people to buy something

Techniques

- Association – transfer your feelings to a product
- Humour – makes you laugh / smile
- Repetition – repeating words / jingle or alliteration
- Sense appeal – uses your senses (see, smell, etc)
- Loaded words – more than one meaning
- Fear – e.g. to avoid stinky feet
- Special deals – buy one get one free
- Call to action – buy NOW

# Find the techniques

**Association** **Fear** **Repetition** **Sense appeal**

**Humour** **Call to action** **Special deal** **Loaded words**

# Find the techniques

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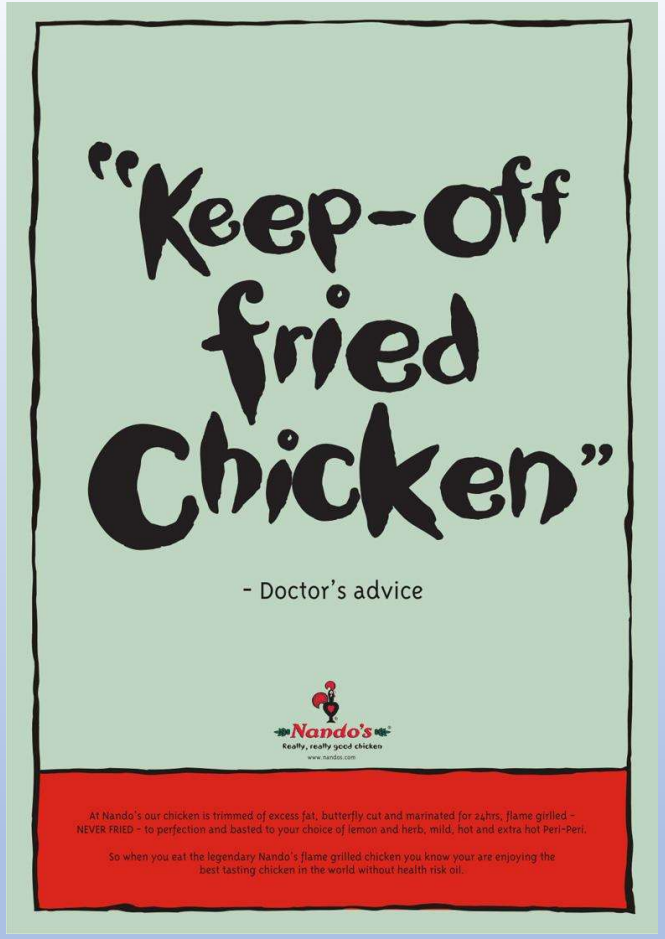
# Find the techniques

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|---|---|---|---|
| **Association** | **Fear** | **Repetition** | **Sense appeal** |
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# Find the techniques

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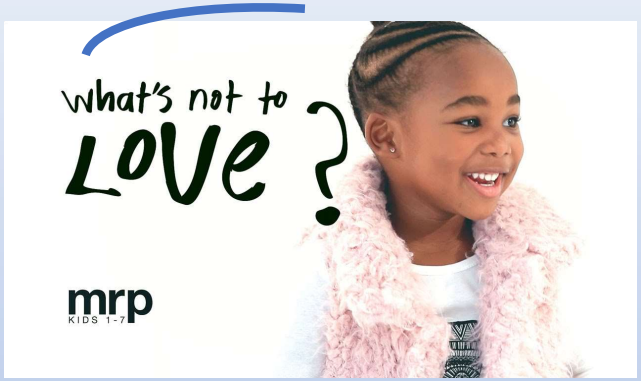
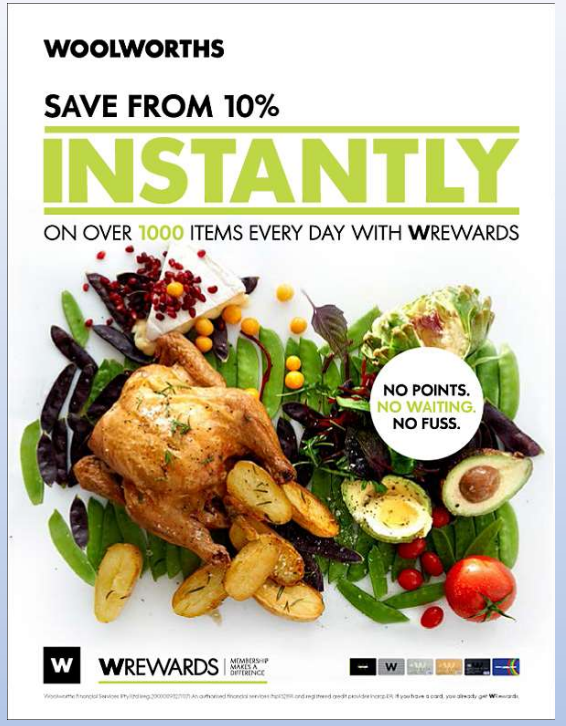
# Find the techniques




you always win at game




| | | | |
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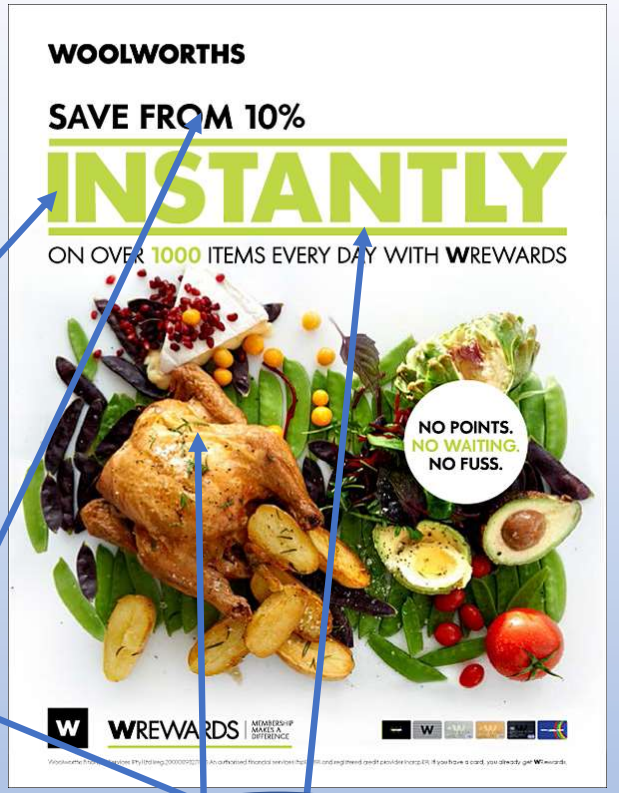
# Find the techniques

you always win at




Association

Fear

Repetition

Sense appeal

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Special deal

Loaded words

# Advertising –
# design your own advert

- Plan the format of your advertisement: good design can make a difference!
- What is the purpose of your advertisement? Who is your target group?
- Your word choice is extremely important: use emotive words and persuasive language.
- Visual elements: size and type of font, headings, symbols and colours.

# Advertising –
## design your own advert

- Most advertisements have a logo and a slogan.
- Advertisers use manipulative, emotive language, such as adjectives and strong verbs to influence people to buy their products or services or to persuade them to change their point of view.
- Depending on the target audience, the language could be formal or informal.