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ENG P1 : Adverts

Adverts: Words to use

Underscores and emphasises the claim...

Why do they use personal pronouns?

-> To build rapport with target market. Create collegiality & Friendship. Build a working relationship based on trust...

Logos ->

1. Say what it symbolises
2. Use the ~~sentence~~ phrase "strategic positioning."

General Functions of any literary device

-> ~~B~~ Emphasis

-> To Highlight ...

-> To Contrast

Style

→ ~~Anecd~~ Anecdotal

→ Narrative

How Adverts manipulate and convince the reader...

1. Repetition of words / ideas to reinforce ...
 2. ~~Al~~ Emotive language / diction (Give examples)
 3. Personal pronouns
 4. Evidence from "research."
 5. Jargon that sounds scientific
 6. Create feelings of nostalgia ...
 7. Sense of urgency → "limited offer"
 8. Appeal to desire to "fit in," i.e. this product is used by & so and so
 9. Patriotic Adverts → "SA's leading ..."
- } Both create credibility