

# Advertisements

## Learning Objectives

In this lesson you will:

- Consider how an advertisement tries to persuade you, the reader.

# What can you Remember?

1 minute to list as many persuasive devices as you can remember.



# Purpose

What does this  
mean?

# Purpose

The reason why  
something is done  
or created.

List as many different purposes as you can think of.



What is the purpose of advertisements?

How much do you love me?



Dogs Trust



★ **THIS MUCH?** ★

For just £1 a week, you can sponsor an abandoned dog like me today.

You'll be helping the Dogs Trust give an abandoned dog who may never be rehomed, a safe and happy life at one of their 15 Rehoming Centres.

You'll also help thousands of other dogs who are cared for by Dogs Trust every year. In return, you'll get a sponsor's certificate, updates on your dog – and unconditional love from your new friend.

Now, isn't that a pound well spent?

**Yes, I'd love to sponsor a dog**



DogsTrust

© Dogs Trust 2006

Find an example of each of these devices in this advertisement and then explain how each one helps to persuade the reader to donate money to the Dog's Trust:

- ✓ Rhetorical question
- ✓ Emotive language
- ✓ Direct address
- ✓ An appealing picture

You should aim to write a short PEE paragraph for each device. An example is on the following slide.

### Challenge:

- A respected logo

# How does this advert persuade people to give money?

- Point - One device this advert uses to persuade people to donate money is a rhetorical question.
- Evidence - A quote to show this being used is...
- Explain - This rhetorical question would persuade people to donate money because...

