

Persuading the Reader

Learning Objectives

In this lesson you will:

- Consider which persuasive devices are the most effective and why.

This is Billy


Your Task:

You can either print this page off to complete or complete the tasks on the computer version of the sheet.

1) Highlight and label any persuasive devices you can identify used.

Number these boxes from 1 to 7 to show which ones you think are the most persuasive and which ones you think are the least persuasive.

1 = most persuasive 7 = least persuasive



If you donate to the RSPCA today, your crucial money will be spent on veterinary bills, shelters and food.

If he hadn't been found, Billy would have starved to death. When we rescued him, Billy was so weak that he couldn't even lift his head or crawl out of the open bag.

His owner stuffed him into a plastic bag and threw him out with the rubbish.

SAVED BY THE RSPCA!

Billy's Story

This is Billy

I have chosen _____ as the most persuasive part of the advertisement. I have chosen this one because _____

I have chosen _____ as the least persuasive part of the advertisement. I have chosen this one because _____


This is Billy

Your Task:

2) Number each of the boxes on your sheet from 1 - 7 to show how persuasive each part is.

Number these boxes from 1 to 7 to show which ones you think are the most persuasive and which ones you think are the least persuasive.

1 = most persuasive 7 = least persuasive



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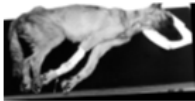
I have chosen _____ as the most persuasive part of the advertisement. I have chosen this one because _____

I have chosen _____ as the least persuasive part of the advertisement. I have chosen this one because _____

This is Billy

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His owner stuffed him into a plastic bag and threw him out with the rubbish.

Billy's Story

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I have chosen _____ as the most persuasive part of the advertisement. I have chosen this one because _____

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- 3) You now need to explain why you have made your choices:

1. Which part did you give '1' to and why?
2. Which part did you give '7' to and why?

Watch this advert

If you click on the image when you have the PowerPoint open, it will take you to the video.



- Think about:
 - Who the main characters are
 - What the setting is
 - How they help sell the product

What did you make of the advert?

- Who were the main characters?
- Why were they used?
- What was it trying to do?
- How did it help to sell the product?



Watch the next two ads



If you click on the image when you have the PowerPoint open, it will take you to the video.



Of these three TV advertisements, which do you think is the most effective and why? Which one is most likely to persuade the viewer?

Point - Which advert did you think was the most effective?

Evidence - Include specific details from the advertisement.

Explanation - Why did you think this advertisement was the most effective and how does your evidence prove this?

There are sentence starters on the following slide.

- POINT: I found the _____ advert most effective
- EVIDENCE: A piece of evidence to support my point is _____
- I think my evidence proves my point because _____