



English: First Additional Language

NQF 2

Write to persuade and inform

Module 9

Overview

- Advertising
 - The AIDA Principle
 - Display advertisements
 - Classified advertisements
 - Posters
 - Pamphlets
 - Notices

Overview (continued)

- Language pillars of writing to persuade and inform:
 - Emotive language
 - Denotative & Connotative meanings of words
 - Acronyms
 - Abbreviations
 - Synonyms & Antonyms
 - One word for a phrase

Persuade

To *persuade* means to change the way a person thinks or feels about something. It aims to change a person's decisions and behaviour. The best type of persuasive writing also informs.

Advertising

Advertisers use persuasive language to encourage consumers to buy a certain product, to make use of a service, or to attend an event.



The AIDA principle



The AIDA principle



Attention

Explanation

The aim is to draw the attention of a reader, viewer or listener.

Example

- The use of colour
- Interesting words
- Pictures
- Layout
- Slogans

The AIDA principle



Interest

Explanation

Once the advertiser has the reader, viewer or listener's attention, the aim is to keep **interest** in the service, product or event.

Example

Give more information:

- What does it do?
- Why is it special?

The AIDA principle



Desire

Explanation

Effective advertisements increase your desire to buy a product, use a service or attend an event.

Example

- *This shampoo will change your life!*
- *Once in a lifetime!*
- *Lowest prices!*
- *Easy-to-use!*
- *The best in town!*

The AIDA principle



Fast Food
Restaurant
The tastiest food for less.

50% discount
on all meals
18-24 September

“Delicious food to satisfy your taste buds any day”

Grab a bite today at 35 Lotus Street!!!



Action

Explanation

You want the product so badly that you will take action and buy it!

Example

- A list of stockists.
- A physical address.
- A toll-free telephone number.
- *Only today!*
- *Limited stock!*
- *Buy one get one free!*

Acronym

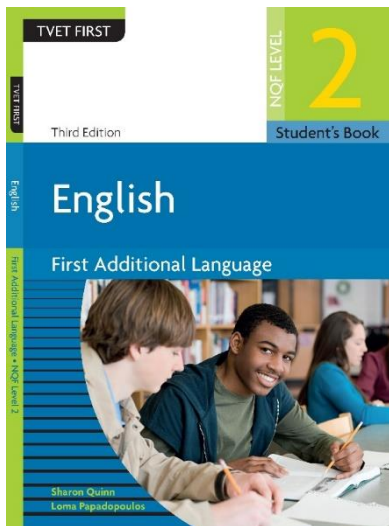
An **acronym** is a type of abbreviation where the first initials of a group of words form a word.

The logo for UNICEF, featuring the word "UNICEF" in a bold, blue, sans-serif font. A light blue circular graphic with a white arrow pointing to the right is overlaid on the letters "NICE".

UNICEF

United Nations International Children's
Emergency Fund

Click to start



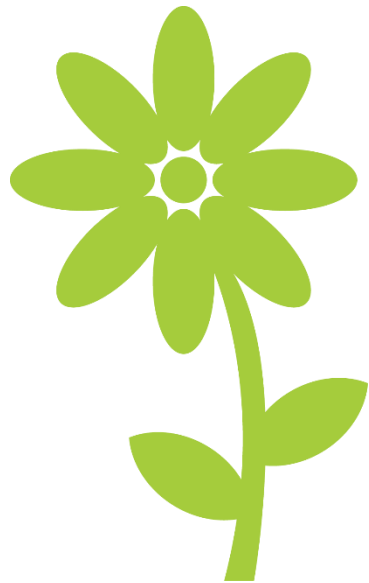
Learning activity 9.1

Module 9

How well do you understand this section? Complete Learning activity 9.1 on page 134 of the *Students' Book*.

Synonyms

Synonyms are words that have the same meaning.



The flower is **big**.

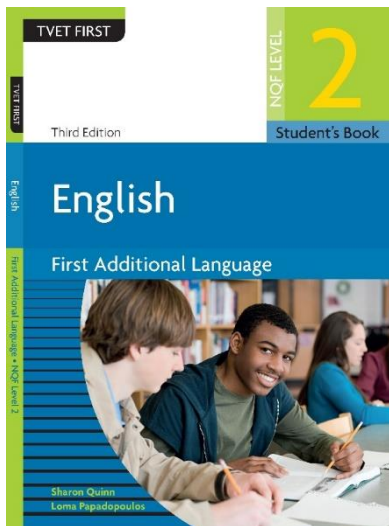
or

The flower is **large**.

or

The flower is **enormous**.

Click to start



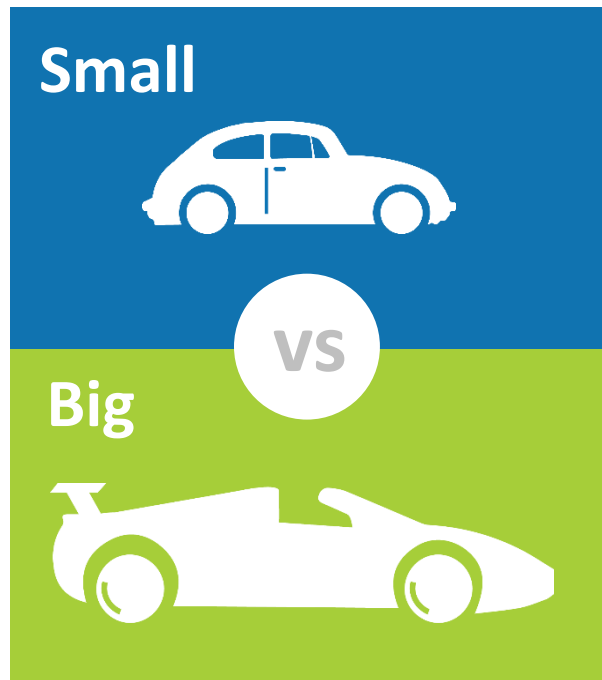
Learning activity 9.2

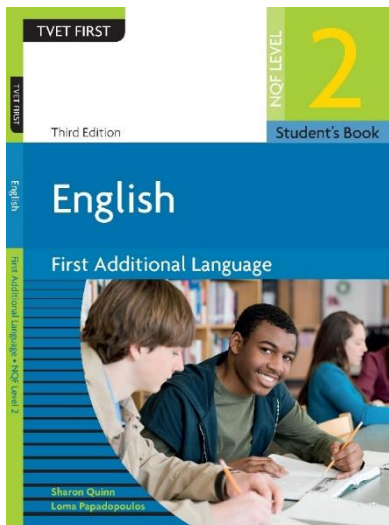
Module 9

How well do you understand this section? Complete Learning activity 9.2 on page 134 of the *Students' Book*.

Antonyms

Antonyms are words that have opposite meanings.





Learning activity 9.3

Module 9

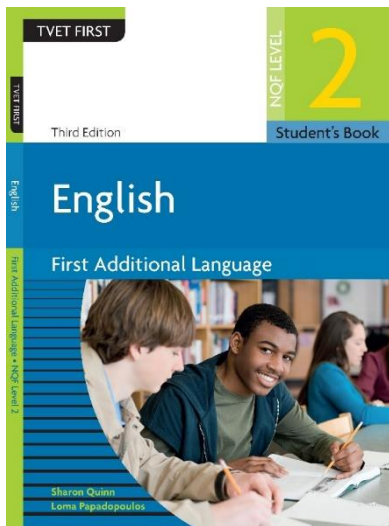
How well do you understand this section? Complete Learning activity 9.3 on page 134 of the *Students' Book*.

Emotive language

Emotive language is using words that make the reader or listener have strong feelings about something.

Advertisers choose words that draw out emotion.





Learning activity 9.4

Module 9

See how well you understand this section by completing Learning activity 9.4 on page 135 of the *Student's Book*.

Display advertisements

These are print advertisements that are arranged across a page. Words and pictures are arranged in such a way that the advertisements attract *attention*, maintain *interest*, evoke *desire* and encourage *action*.

The main aim is to identify a brand by using *slogans* and *logos*.

Fast Food
Restaurant
The tastiest food for less.

50% discount on all meals
18-24 September

“Delicious food to satisfy your taste buds any day”

Grab a bite today at 35 Lotus Street!!!

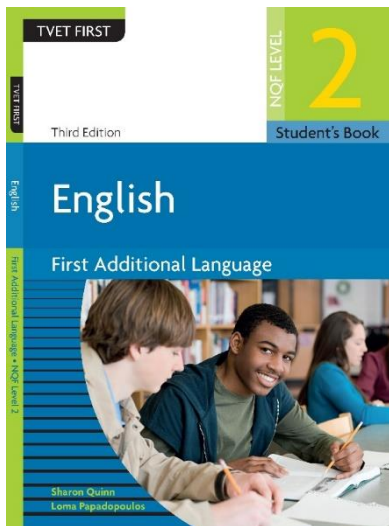
Slogans and Logos

Slogan

is a word or phrase that is easy to remember and sums up what is great about a product.

Logos

is a printed design or symbol that identifies a product, company or organisation.



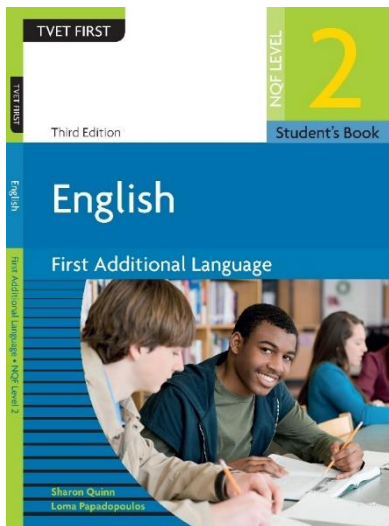
Learning activities 9.5 to 9.7

Module 9

See how well you understand this section by completing Learning activities 9.5 to 9.7 on pages 136 and 137 of the *Student's Book*.

Classified advertisements

- Short, arranged under specific headings, in alphabetical order, in narrow columns.
- Use telegram-style writing, abbreviations and one word instead of a phrase.



Learning activities 9.8 to 9.12

Module 9

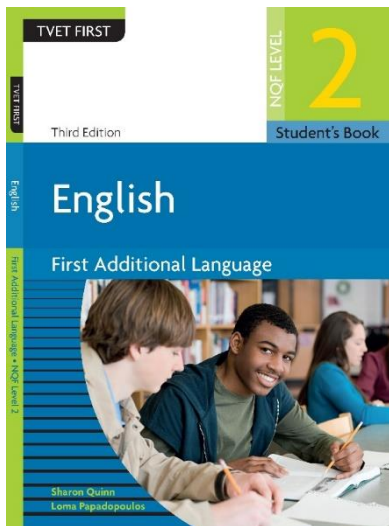
See how well you understand this section by completing Learning activities 9.8 to 9.12 on pages 139 to 142 of the *Student's Book*.

Posters



Description

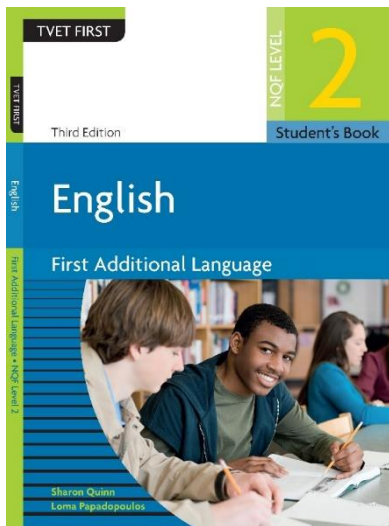
- Large, colourful, attractive.
- Present concise, clear, visible information.
- Apply the AIDA principle.



Learning activity 9.13

Module 9

See how well you understand this section by completing Learning activity 9.13 on page 142 of the *Student's Book*.



Learning activity 9.14

Module 9

See how well you understand this section by completing Learning activity 9.14 on page 143 of the *Student's Book*.

Pamphlets

Pamphlets are small booklets or leaflets containing information about a product or service.

Pamphlets are colourful and use interesting layout to encourage people to read them.

The text is clear, easy to read and presented in a shortened format, to save space.

Paul's Plumbing Services

30 years in the business

Just opened in your suburb!

We specialise in:

- Blocked drains
- Garden Irrigation systems
- Leaking Pipes
- Replacing burst geysers and installing new geysers

Our clients say:

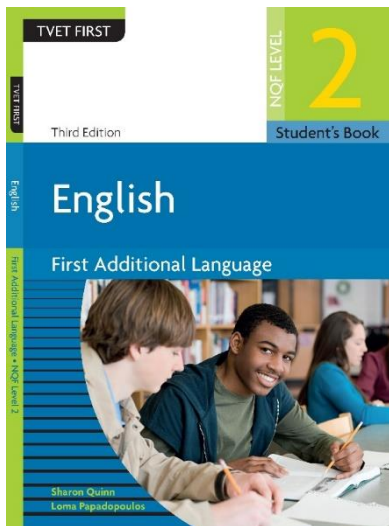
"The best in the West"
"Cheapest most reliable plumber in the city!"

CONTACT US TODAY:
Emergency cell no: 082 456 2121
Office hours: 011 777 4587

Never fear when Paul is near!

The pictures are linked to the text.

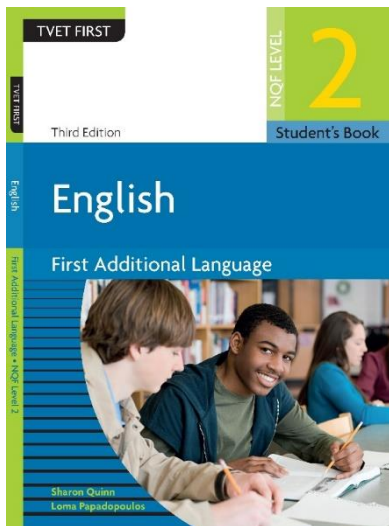
They contain text and pictures.



Learning activity 9.15

Module 9

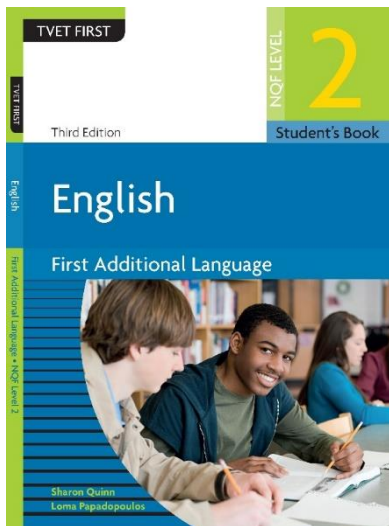
See how well you understand this section by completing Learning activity 9.15 on page 144 of the *Student's Book*.



Learning activity 9.16

Module 9

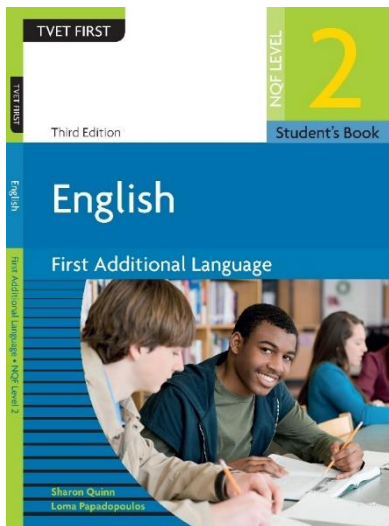
See how well you understand this section by completing Learning activity 9.16 on page 145 of the *Student's Book*.



Learning activity 9.17

Module 9

See how well you understand this section by completing Learning activity 9.17 on page 146 of the *Student's Book*.



Learning activity 9.18

Module 9

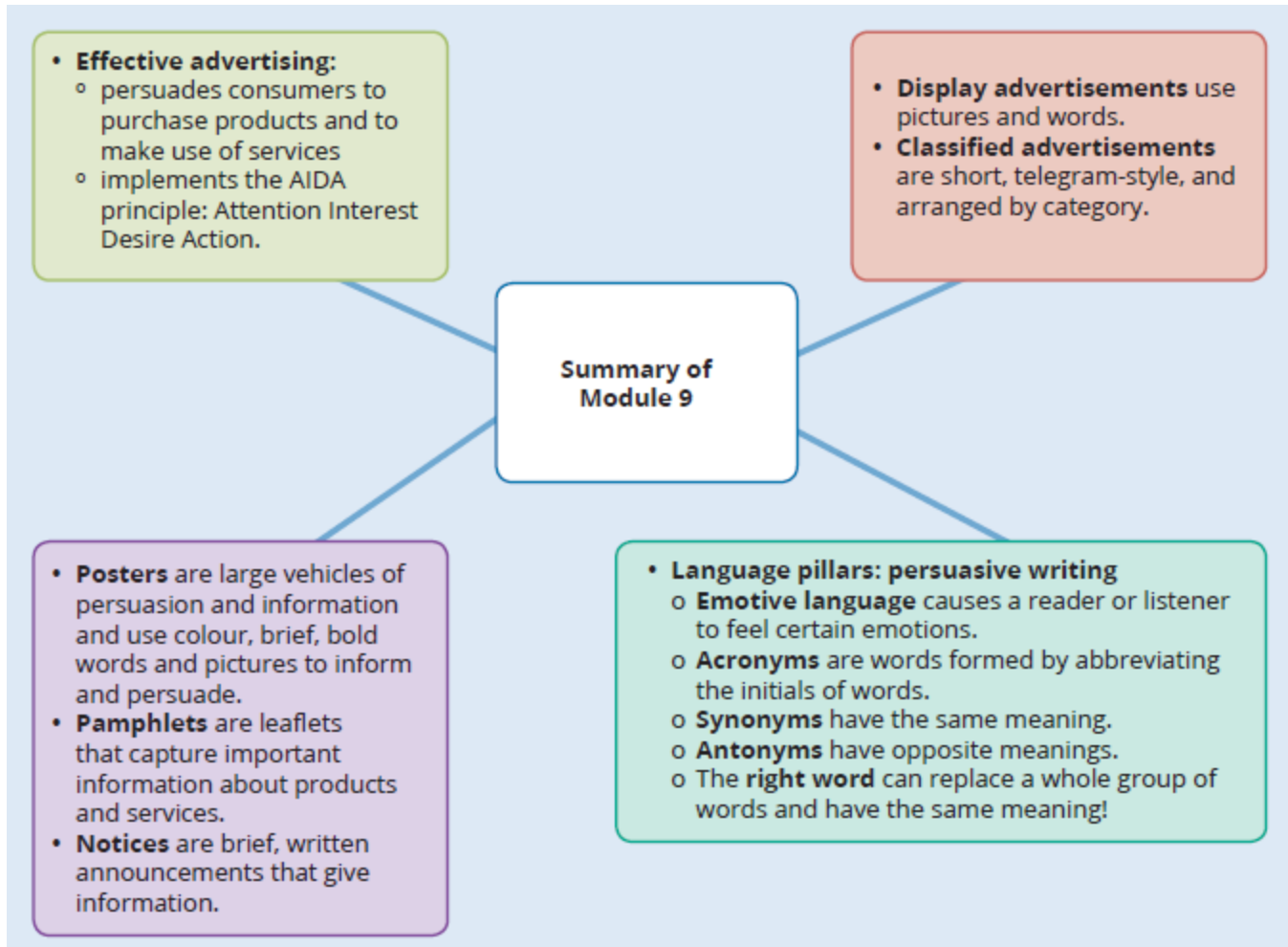
See how well you understand this section by completing Learning activity 9.18 on page 147 of the *Student's Book*.

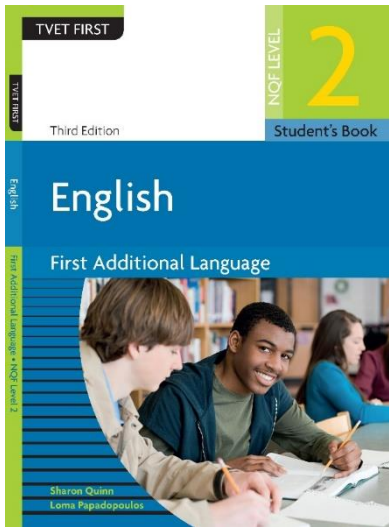
VIDEO: Write to persuade & inform



Click to play

Summary of Module 9





Formative assessment

Module 9

Test your knowledge of Module 9 by completing the Formative assessment on page 148 of your *Student's Book*.



TERMS AND CONDITIONS

This PowerPoint Presentation has been developed by Macmillan Education South Africa (Pty) Ltd.

All texts, images, videos, animations, audio and vector simulations contained in the slides are property of Macmillan South Africa. Reproducing, reselling and redistributing this material without the written permission of Macmillan South Africa is prohibited.

Lecturers are granted permission to: (i) modify the slides by adding and removing content; (ii) print copies of the presentation; and (iii) download and save the slides to a computer or local server.

Nothing in this copyright notice constitutes permission to assert or imply that your use of the materials is sponsored or endorsed by Macmillan South Africa.