Date:_____ **Name:**_____

LC: Can I identify the features of an advertisement, considering how the language and images are effective?

Features of an effective advert.	**Tick if evident.**	**Example.**
Use humour		
Use alliteration or a play on words		
Ask questions		
Use a memorable bold slogan or clear image (Rhyme , boastful phrases)		
Give tempting descriptions of the benefits and good qualities of the product? (Target- vocabulary for effect or task)		
They appeal to your senses (sight/taste etc)		
Use exaggerated language full of adjectives and adverbs. (target- modifying adjectives)		
Offer good value for money or sale prices		
Emotive language		
What else make your advert persuasive? (Fonts/ colours and sizes or strong punctuation)		