

7:6 The Art of Advertising



The Golden Idea

In this unit students will analyse a range of advertisements from different eras, then use their knowledge of persuasive techniques to create their own creative advertising campaign, complete with branding and slogans. Students may decide to present their work.

Our Golden Threads

Planning	<ul style="list-style-type: none">❑ Considering the target audience, USP and effect of imagery and language choices on an audience.❑ Considering a range of different structures/language and selecting the best choice.
Control of paragraph organisation	<ul style="list-style-type: none">❑ Use of succinct but impactful paragraphs within advertisements.❑ Use of a logical argument in order to persuade the audience to purchase the product.
Vocabulary	<ul style="list-style-type: none">❑ To use emotive, symbolic and metaphorical language.
Control of purpose and tone in writing	<ul style="list-style-type: none">❑ Addressing the audience in language which is appropriate to them.❑ Using formal and informal language in the appropriate places within an advertisement.
Homework	Seneca
Wider Weblinks	CreatAdvertising - Promotion - National 5 Business management Revision - BBC Bitesize

The Golden Product

Students are working towards producing their own advertising campaign, completing with branding and slogans.

Contrast of emotions, starting of negative and moving on to something positive/uplifting.

E.G. Have you ever felt uncool, ashamed or repulsed by the smell of your own rank trainers? Well, cry no more because SpringFresh is a cheap, affordable and great smelling solution that will leave you with a spring in your step, as well as the sweet smell of spring on your feet

The use of testimonials from famous people.

E.G. Serena Williams spends her days in trainers, training to be the best in the world. Even for the elite, SpringFresh works a treat. Don't just take our word for it, ask Serena.

Shocking (either gruesome or comical) imagery with a metaphorical meaning

E.G. Use a spring coil on the based of the shoe in the advert, which helps Serena Williams to spring into the air to take a tennis shot.

Use of scientific jargon to give their product the impression of being cleverly designed.

E.G. Free of carcinogens, our unique formula absorbs odorous gasses in the deepest layers of your shoe.

7.6 Knowledge Organiser – The Art of Advertising



Advertising:

Advertising is the techniques and practices used to bring products, services, opinions, or causes to public notice to persuade the public to respond in a certain way toward what is advertised

Aristotle's Persuasive Triad:

Ethos: an ancient Greek word meaning "character," is a rhetorical or written technique that appeals to an audience or reader's morals. Authors achieve ethos in their writing by demonstrating that they are a trustworthy source of accurate information

Pathos: the appeal to emotion, means to persuade an audience by purposely evoking certain emotions to make them feel the way the author wants them to feel. Authors make deliberate word choices, use meaningful language, and use examples and stories that evoke emotion.

Logos: or the appeal to logic, means to appeal to the audiences' sense of reason or logic. To use logos, the author makes clear, logical connections between ideas, and includes the use of facts and statistics. Using historical and literal analogies to make a logical argument is another strategy. There should be no holes in the argument, also known as logical fallacies, which are unclear or wrong assumptions or connections between ideas.

key Terminology:

- | | |
|---|--|
| <input type="checkbox"/> Purpose | <input type="checkbox"/> Visual Metaphor |
| <input type="checkbox"/> Audience | <input type="checkbox"/> Alliteration |
| <input type="checkbox"/> Ethos | <input type="checkbox"/> Hyperbole |
| <input type="checkbox"/> Pathos | <input type="checkbox"/> Brand |
| <input type="checkbox"/> Logos | <input type="checkbox"/> Logo |
| <input type="checkbox"/> Opinion | <input type="checkbox"/> Eye-line |
| <input type="checkbox"/> Direct Address | <input type="checkbox"/> Contrast |
| <input type="checkbox"/> Emotive Language | <input type="checkbox"/> Colour |
| <input type="checkbox"/> Metaphor | <input type="checkbox"/> Stereotypes. |

Clever structures in advertising:

- Contrast of emotions, starting of negative and moving on to something positive/uplifting.
- The use of testimonials from famous people.
- Shocking (either gruesome or comical) imagery
- Use of scientific jargon to give their product the impression of being cleverly designed.

Advertising Slogans:

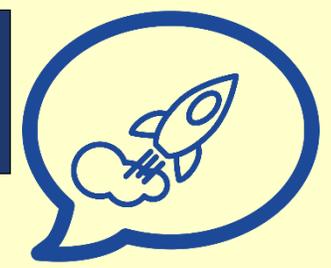
- Just do it
- Because I'm worth it
- Because you're worth it
- Taste the rainbow
- It's the real think
- Red Bull, gives you wings
- I'm lovin' it.
- Don't be evil
- Open happiness
- There's some things money can't buy, for everything else there's Mastercard

 Add **A SPICE** to your **SENTENCES!**

Adjective	Searing, shocking, boiling pain flooded his mouth!
Simile	Like a volcano, the pain erupted.
Preposition	In his mouth, the chillies danced.
ing verb	Cursing and wailing, he dived for a glass of water.
Connective	But there was hope!
ed verb	Relieved, he drank the water.



7.6 Vocabulary Boost



<h2>Assurance</h2> <p>Noun</p> <p>To make a statement in order to give confidence to others.</p> <p>I needed my aunt's assurance that she would be on time.</p>	<h2>Contemporary</h2> <p>Noun / Adjective</p> <p>Noun: A person or thing existing at the same time as another (e.g. Your classmates are your contemporaries).</p> <p>Adjective: belonging to or existing at present (e.g. contemporary art)</p>	<h2>Endorsed</h2> <p>Verb</p> <p>To declare public approval or support for something or someone.</p> <p>The politician endorsed the campaign to stop the road from being built.</p>
<h2>Flabbergasting</h2> <p>Verb</p> <p>Surprising or astonishing.</p> <p>Her speed was flabbergasting; I had never seen anyone run at that pace.</p>	<h2>Flummoxed</h2> <p>Adjective</p> <p>Confused or bewildered.</p> <p>I looked down at the exam paper, flummoxed by the question.</p>	<h2>Novel</h2> <p>Adjective</p> <p>Interesting, new or unusual.</p> <p>The idea was a novel one and I loved it.</p>
<h2>Pledge</h2> <p>Noun</p> <p>A solemn promise or undertaking.</p> <p>American students all pledge allegiance to the flag each morning.</p>	<h2>Pristine</h2> <p>Adjective</p> <p>Extremely clean or perfect in appearance.</p> <p>Her uniform was pristine, whereas mine was crumpled and covered in cat hairs.</p>	<h2>Vow</h2> <p>Noun</p> <p>A solemn promise.</p> <p>I made a vow never to tell another living soul.</p>

Start your thinking...

The idea was...

I needed...

I looked around the room...

Full of nerves, I...