Recognising persuasive language and visual features - as used in advertising leaflets.

Contributor's Notes

The resource is aimed at Level 1 learners as a part of 'purpose of text' and 'text type' work. Tutors need to provide a range of advertising leaflets and study the language of persuasive texts prior to this exercise.

Following this exercise I would give learners a case study, usually '... you are opening a new business and need to design a flyer to put out in your locality - include as many of the features of this persuasive text type as possible.'

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Main Curriculum Links

Rt/L1.2 Recognise how language and other textual features are used to achieve different purposes (e.g. to instruct, explain, describe, persuade)
(a) Understand that choice of language and textual features reflect the purpose of a text
(b) Know that different types of text use different sorts of language, structural and presentational devices

To obtain an editable version of the original Word document please send teaching ideas or any adult basic skills resource that you would like to share to maggie@skillsworkshop.org
THANK YOU

Advertising Leaflets

Recognising Persuasive Language and Visual Features

FEATURES	FLYER 1	FLYER 2	FLYER 3	FLYER 4	FLYER 5
eye catching image/s					
bright colour					
text inside stars/boxes					
3D or bold text					
bullet points / numbering					
emotive language					
imperatives					
alliteration					
catchy slogan					
contracted words					

This resource kindly contributed by **Karen Gaynor, Bolton Community College**. Rt/L1.2 Purpose of text.