

L/O – to be able to discuss persuasive techniques and identify audience and purpose.

Advert	What is the advert for (purpose)?	Who is the advert for (audience)?	How does it persuade? PERSUASIVE TECHNIQUES	What do you like about it? Score out of 10

### **Persuasive techniques**

humour   language   shock   beauty   cute   facts   looks   music/jingles   inspires   amazes   quality