

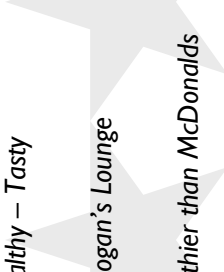

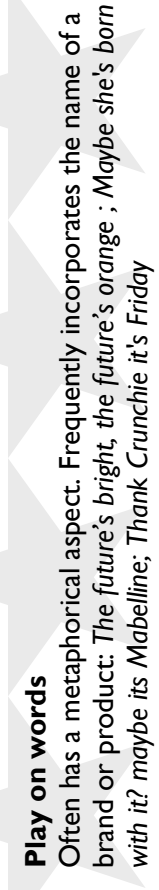


Persuasive Devices

- **Positive Statements**
This delight will melt on your tongue
 - **Facts & Statistics**
Just 5% fat
 - **Superlatives**
Our ice cream is the best ever!
 - **Repetition (Rule of three)**
Delicious pizza, delicious pasta, delicious everything!
 - **Exaggeration**
This ice cream is the best ever ice cream!
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- **Noun Phrases**
Crisp, warm, spicy pasta baked in a smooth succulent tomato sauce
 - **Rhyme**
Glover, loved all over
 - **Powerful verbs**
Use a range of powerful verbs, avoiding dull language. In particular, use positively-affirming vocabulary, e.g. 'will'/'do', rather than 'can' *You will love our products*
 - **Phrases of expansion**
Suggestion that there is insufficient space/time to list all the positives of a product, e.g. *all this and much much more...*
 - **Minimal Effort for Maximum Reward**
For just 50p, you can have all this!
 - **Rhetorical Questions (interrogatives)**
Do you want your house to be sparkly clean?
 - **Short Sentences**
Try this delicious delight.
 - **Short Phrases**
The ultimate in food history!
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- **Imperatives**
Eat my scrumptious food!
 - **Urgency**
Hurry – the sale ends Monday!
 - **Strong Adjectives**
Mouth-watering – Healthy – Tasty
 - **Alliteration**
Lighter lunches from Logan's Lounge
 - **Comparison**
Our products are healthier than McDonalds
 - **Pronouns to involve reader**
You can get it now for £1.99
 - **Comparatives**
They're better than the last bunch
 - **Endorsement**
It's been described as a fabulous, healthy treat
 - **Bonus Words**
Free, extra, discount, sale, 10% off, etc.
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- **Simile**
Compare the product to something positive, possibly unrealistically: *"as delicious as your mum makes", "tastes like gold dust"*
 - **Play on words**
Often has a metaphorical aspect. Frequently incorporates the name of a brand or product: *The future's bright, the future's orange ; Maybe she's born with it? maybe its Mabeline; Thank Crunchie it's Friday*
 - **Metaphor**
Krusty's: the Mercedes of burger bars
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