



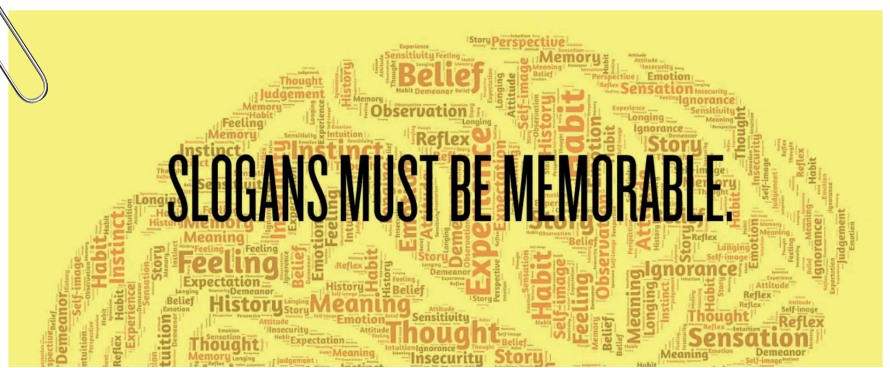
## ■ Writing an advertisement

- ## ■ Designing an advertisement

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Here are some tips for writing good slogans:

- appeal to the reader by using the 2<sup>nd</sup> person (*you, your, yours*)
  - use verbs in the imperative form to call the customer to action, or the modal *will* to describe the benefits of the product or service
  - do not use verbs in the negative form
  - include adjectives stressing the novelty and qualities of the product such as *new, magic, revolutionary, exclusive, smart, incredible, sensational, perfect*, etc.
  - Include adjectives in the comparative and superlative form (e.g. *the best, the newest*)
  - use puns (i.e. the clever or humorous use of a word that has more than one meaning, or words that have different meanings but sound the same) or proverbs
  - use different spellings or foreign words
  - use poetical devices such as alliteration, repetition, assonance, metaphors and similes
  - include new words created by adapting existing words.
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- A close-up photograph of a field of tulips. Most of the tulips are a vibrant red color, and they are in various stages of bloom. In the center-right of the image, one tulip is a bright yellow, making it stand out from the rest. The background is slightly blurred, showing more red tulips and green foliage.



## 1 Match these poetical devices with their definitions.

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|-----------------|--------------------------|--|
| 1. alliteration | <input type="checkbox"/> | a. a word or phrase to describe something or someone else in a way that is different from its normal use, in order to show that the two things have the same qualities and to make the description more powerful (e.g. your house is a castle) |
| 2. assonance    | <input type="checkbox"/> | b. a word or phrase that compares something to something else (e.g. your skin will be soft like a rose)  |
| 3. metaphor     | <input type="checkbox"/> | c. a word that has the same sound or ends the same sound as another word (e.g. relationship based on friendship)   |
| 4. repetition   | <input type="checkbox"/> | d. the effect created when two syllables in words that are close together have the same vowel sound, but different consonants, or the same consonants but different vowels (e.g. hair and pair, light and late)                                |
| 5. rhyme        | <input type="checkbox"/> | e. the fact of saying the same thing many times  |
| 6. simile       | <input type="checkbox"/> | f. the use of the same letter or sound at the beginning of words that are close together (e.g. sing a song of sixpence)  |

## 2 Identify the strategy used in these slogans and search the Internet to find out the product they advertise.

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|--|---|
| 1. Do you Yahoo?                                 | 5. Melts in your mouth, not in your hand.                               |
| 2. Red Bull gives you wings.                     | 6. We are the low-fare airline.   |
| 3. Intel Inside.                                 | 7. When your package absolutely, positively has to get there overnight. |
| 4. Dirty mouth? Clean it with Orbit chewing gum. | 8. You get rid of dandruff.   |

## 3 Identify the strategies and devices of the slogans in these adverts. Then, choose two and write an alternative slogan.

