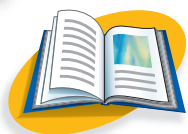


26

Advertising





Reading Workshop

Reading a Print Advertisement



Writing Workshop

Creating a Print Advertisement



Viewing and Representing

Analyzing Visual Effects in Ads

A giant face looms on a billboard, smiling and suggesting that a particular brand of bread will make you happy, too. The scent of a flowery perfume drifts up as you open a magazine. Colorful signs on taxis and buses tell you to eat at certain restaurants.

Print advertisements are everywhere. These ads combine words, images, and sometimes even smells to convince people to buy or support a product or service. Print ads persuade people by appealing to their wants and needs. They often interest readers by using clever slogans and attractive images.

Informational Text

Persuasion

YOUR TURN 1

Exploring Advertising

Think about memorable print advertisements you have seen. Make a list of three or four advertisements you have seen on a billboard or in a newspaper or magazine, and answer these questions about them.

- Where did you see the advertisement?
- What product or service was being advertised?
- What in the advertisement caught your attention?
- Did the ad make you interested in buying the product or service? If so, how did it persuade you?

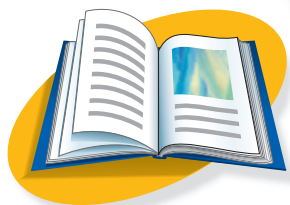
Then, share your list in a small group and decide what made each advertisement so memorable.

internetconnect

go.hrw.com

GO TO: go.hrw.com

KEYWORD: EOLang 7-26



WHAT'S AHEAD?

In this section you will read a print advertisement. You will also learn how to

- form generalizations
- identify persuasive techniques

Reading a Print Advertisement

Companies that share a common goal, such as fighting a dangerous illness, sometimes band together to create a joint advertising campaign. These companies have more than one goal for their advertising. They want to get the public's support for their efforts, and they want to enhance their images in the public's eye. Advertising is one way that organizations can work toward these goals. Ads like the one on the next page are designed to persuade the public that there is more to business than simply selling products or services.

Preparing to Read

READING SKILL

Making Inferences: Forming Generalizations A **generalization** is a statement that applies to many different individuals or situations. When you form a generalization, you combine what you know with specific information you read to make a judgment about the world in general. The following advertisement contains information from which you can make several generalizations. As you read, think about what generalizations the advertisers are leading you to make.

READING FOCUS

Persuasive Techniques Advertisers aim to persuade an audience to buy a product, support a cause, or view an organization in a certain way. They do this through *persuasive techniques*. **Persuasive techniques** are ways of adding to the appeal of information presented to support a persuasive argument. An advertiser may try to choose the one persuasive technique that best fits the audience for an ad. The advertisement on the following page uses persuasive techniques to convince readers to support pharmaceutical companies' efforts to fight leukemia, a type of cancer that often strikes children.

Reading Selection

Read the following advertisement. In a notebook, answer the numbered active-reading questions located in the shaded boxes. The underlined words will be used in the Vocabulary Mini-Lesson on page 726.



1. How does the picture contrast with the word *leukemia*?

2. Why do you think the advertiser used a dog in this ad?

3. What does the ad mean by "become a kid again"?

4. To what emotion does the first sentence below the picture appeal?

5. Why do you think the text below the picture repeats "be kids again" at the end?

6. Who are the advertisers trying to persuade? Why do you think so?

"Your child has leukemia." The most devastating news a parent could hear. It used to mean there was little chance of survival. Now, 80 percent of kids diagnosed with leukemia not only survive—but lead normal lives. How? New breakthrough medicines, discovered and developed by pharmaceutical company researchers, have given many leukemia patients and their parents a second chance. The new medicines our researchers are discovering are giving families hope—and patients a chance to be kids again.

America's Pharmaceutical Companies

Leading the way in the search for cures

Think as a Reader/Writer: First Thoughts

1. What emotions does this advertisement make you feel?
2. What does this ad make you feel about the group of drug manufacturers who developed it?

READING SKILL



TIP

Generalizations tend to use clue words such as *most*, *many*, *often*, *generally*, *overall*, and *usually*.

What clue word does the generalization in the example to the right use?



Faulty generalizations may use clue words such as *none*, *no one*, *never*, *always*, *everyone*, *every*, and *all*.

Example:

Rivers *always* flood houses near their banks during heavy rains.

SKILLS FOCUS

Make inferences from a text. Make generalizations from a text.

Making Inferences: Forming Generalizations

Generally Speaking As you read new information, you constantly make *inferences*. An **inference** is an educated guess based on what you read plus what you already know about the subject. One specific type of inference is a *generalization*. **Generalizations** are statements that apply to many individuals or situations.

Example: **What you read:** The Guadalupe River flooded several houses near its banks during recent heavy rains.

+ **What you know:** The Mississippi River also flooded houses near its banks during heavy rains a few years ago.

Generalization: Rivers often flood houses near their banks during heavy rains.

Advertisers expect the reader to make generalizations about the kinds of people who use their products and about what those products will do. Frequently, the generalizations that a reader makes from an ad are faulty. **Faulty generalizations** are either not true or do not apply in all cases. Questions like these can help you evaluate a generalization.

- What would *really* happen if you did or did not use this product or service?
- Do the people in the ad represent *everyone* who uses this product or service, or do they represent just *some* people?
- Do the claims in the ad make sense?

Study the advertisement on the following page. What generalization does the ad lead you to make about the product and the people who buy it? Is that generalization a sound one, or is it faulty? If you need help answering these questions, use the Thinking It Through steps that follow the ad.



X-treme

The Power to Play

You work hard when you play. So when you drink, get the minerals your body craves. Soft drinks won't give you the essential nutrients you need to keep playing and winning.

X-treme gives you what you need to be a winner.



THINKING IT THROUGH

Forming and Evaluating Generalizations from Advertisements

- ▶ **STEP 1** Look at the text and image in the advertisement. What does the ad say about the product or company? What does the ad suggest?
- ▶ **STEP 2** Consider what you already know about the topic.
- ▶ **STEP 3** Make a generalization that extends to individuals or situations outside the ad.
- ▶ **STEP 4** Evaluate the generalization you have made to see if it is faulty or not. You may use the questions on page 722.

The ad says that the drink gives you the nutrients you need to be a winner. It suggests that the drink made the people in the picture more energetic.

The football team drinks a special sports drink during games.

Generalization: People who drink sports drinks will have more energy and be better athletes.

I think this is a faulty generalization. You could drink all the sports drinks in the world and still not be a better athlete.

The X-treme Sports Drink ad led the reader to form the faulty generalization that sports drinks will improve the performance and energy levels of people who drink them. Even though the generalization is not true, the ad may still accomplish its purpose: to persuade the reader to buy the product. As a reader, you should evaluate the generalizations you make from advertisements so that you do not buy a product or service based on a faulty generalization.

YOUR TURN 2

Forming and Evaluating Generalizations from Advertisements

Look again at the advertisement on page 721. Use the Thinking It Through steps on page 723 to form and evaluate a generalization about

- the pharmaceutical companies that sponsored the ad
- the children who use those companies' treatments for leukemia

Then, find a print ad in a magazine. Form and evaluate a generalization about the company or product advertised.

READING FOCUS

Persuasive Techniques

Jump on the Bandwagon Advertisers aim to get their audiences to believe in something or to take some action. The way ads accomplish this is by using specific **persuasive techniques**. Some people call these techniques *propaganda techniques*. **Propaganda** is a systematic approach to influencing many people at once. Propaganda is not only used in advertising, however. You may find propaganda in speeches, editorials, or any other form of persuasive communication.

Many people have negative feelings about propaganda. History is full of examples of how individuals, governments, or companies have used propaganda to deceive others. For example, advertisers might use propaganda to get the public to support an unworthy cause or to buy a product out of fear.

Still, propaganda is also used for good purposes. For example, a public service announcement could convince people to exercise more often. In that case, propaganda is being used to help people lead healthier lives.

The chart on the next page shows common persuasive techniques. You can find these techniques in all types of persuasive messages.



Common Persuasive Techniques		
Bandwagon	You are urged to do or believe something because everyone else does.	"Be where the action is. Shop at Hang-out Mall."
Testimonial	Famous people endorse a product or idea.	"I'm professional football player Marcus Browning, and I use Wash Out window cleaner."
Emotional Appeal	Words or images that appeal to the audience's emotions are used. The appeal may be to positive emotions, such as desire for success, or to negative ones, such as fear.	"What would you do if all your possessions were lost in a fire? Get the Save-All fireproof safe and protect your valuables."
Plain Folks	Ordinary people sell a message. You are to believe that because these people are like you, they can be trusted.	"As a construction worker, I often get headaches on the job. That's why I use PainAway aspirin."
Snob Appeal	This technique suggests that you can be like the expensively dressed, perfectly shaped people who use this product.	"I accept only the best, and that's why I buy Aloft perfume."

When you read an advertisement, think about how the advertiser is trying to persuade you. Ask yourself these questions.

- What is the ad trying to persuade me to do, think, or feel?
- What persuasive words and images appear in the ad?
- Which technique would use those types of words and images?

Finally, ask yourself whether the ad gives any logical or concrete support that can persuade you. An ad that relies solely on the persuasive techniques above may not persuade a critical reader at all. For example, the X-treme Sports Drink ad says the drink gives you the nutrients you need to be a winner, but it doesn't name any specific nutrients. Should you really be persuaded by such an ad?

TIP Ads may use more than one persuasive technique at a time. The ad for X-treme Sports Drink on page 723 uses a bandwagon approach and also an emotional appeal.

YOUR TURN 3 Identifying Persuasive Techniques

Re-read the pharmaceutical company advertisement on page 721. Ask yourself the questions above to identify how the advertiser is trying to convince you. Write your responses on a piece of paper, and provide examples from the ad to support your answers.

SKILLS FOCUS

Identify the use of persuasion or propaganda. (page 726): Use reference aids to clarify meanings and usage. (page 727): Identify cause and effect.

MINI-LESSON VOCABULARY

Dictionaries, Glossaries, and Other References

A print ad may contain words that you do not understand. You can use many types of reference sources to find the meanings of unfamiliar words in print ads and other written works.

- **Dictionary:** Dictionaries tell how to pronounce a word, explain the word's usage, define all of the word's meanings, provide synonyms, and give information about a word's history.
- **Thesaurus:** A thesaurus lists **synonyms**, or words that have the same meaning, and **antonyms**, words with the opposite meaning of a word.

- **Glossary:** Glossaries list the important or difficult words used in a textbook. They only include the meaning of the word as it is used in the book.

- **Software:** Some computer software programs include an electronic dictionary or thesaurus. These resources list only the most common definitions or synonyms of each word.

Using a dictionary can be particularly challenging because dictionaries list several definitions for each word. You may have to decide which definition fits the word's context. The steps below can help.

THINKING IT THROUGH

Choosing the Right Definition

Here is an example using the word *breakthrough* from the reading selection on page 721.

- ▶ **STEP 1** Look up the unfamiliar word in the dictionary. Read the entire definition.
- ▶ **STEP 2** Use each of the meanings in the context of the reading selection. Decide which meaning makes the most sense.

Breakthrough: 1. the act of breaking through resistance 2. an important discovery

"New breaking through resistance medicines. . . ." That *doesn't* sound right. "New important discovery medicines. . . ." That *sounds* better. The second definition is correct here.

PRACTICE

Use a dictionary to look up these words from the reading selection on page 721. Write the correct definition of each word as it is used in the ad, and write a sentence using each word. The words are underlined in the ad.

1. devastating
2. diagnosed
3. pharmaceutical
4. cures

Identifying Causes and Effects

Advertisements are built on cause-and-effect relationships. Readers are supposed to believe that a certain cause, such as buying a specific brand of toothpaste, will lead to a certain effect, such as having many friends.

When you read a selection on a reading test, you may be asked to identify a cause-and-effect relationship within the passage. Read the following text and question. How would you answer the question?

Cancer can attack many parts of the human body. Cancer of the white blood cells is known as leukemia. Human blood contains both red and white blood cells. Normally, the body produces white blood cells only to replace those

that die off. In patients with leukemia, however, the body produces abnormal white blood cells at an increased rate. Leukemia negatively affects the function of organs such as the liver, spleen, and brain. Eventually, leukemia can cause serious infections and even death.

What effect does leukemia have on the body?

- A. increases the number of red blood cells
- B. harms the liver, spleen, and brain
- C. causes sore throats and fever
- D. decreases the number of white blood cells

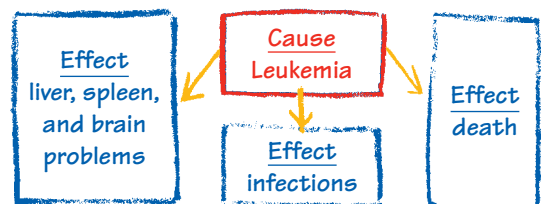
THINKING IT THROUGH

Answering a Cause-and-Effect Question

- ▶ **STEP 1** Read the question. Does it ask about a cause or an effect?
- ▶ **STEP 2** Look in the passage for clue words such as *cause*, *effect*, *affect*, *because*, *impact*, *influences*, *leads to*, or *results in*.
- ▶ **STEP 3** Make a cluster diagram or a conceptual map that shows which event caused the other.
- ▶ **STEP 4** Choose an answer choice that closely matches your diagram.

The question is asking about the effect of leukemia.

The passage says that leukemia “negatively affects the function of organs” and can “cause serious infections and even death.”



Answer B matches one part of my diagram. The other answer choices aren't mentioned in the passage. I'll choose answer B.



WHAT'S AHEAD?

In this workshop you will create a print advertisement. You will also learn how to

- identify a target market for your ad
- analyze ads for their target markets
- choose a persuasive technique
- use emotional words
- correctly punctuate possessive nouns

Creating a Print Advertisement

After a hard day at school, you head home, hit the couch, and flip open your favorite magazine. Turning the pages, you see an advertisement that shows your favorite actor eating a sandwich. Suddenly you realize how hungry you are. You amble off to the kitchen for something, but as you peer into the refrigerator, you wish you had that big sandwich instead.

There is no doubt about it. Advertisements are persuasive. Print ads in magazines and newspapers influence what readers buy, how they vote, and even what social causes they support. Now is your chance to create an advertisement that will persuade a specific audience to buy a product or service of your own creation.

Prewriting

TIP

A **product** is a thing, such as blue jeans, bottled fruit juice, or ballpoint pens. **Services** are tasks, such as housecleaning, car washing, or lawn mowing, done for another person.

Pick a Product or Service

Something You Can't Live Without Brainstorm a product or service for your print advertisement. Try one of these methods to help you choose.

- Think of an improvement for an existing product or service, such as a computer program, a pair of shoes, or a pencil. How could you improve the way it works or looks? Create a new product based on your ideas for improving an existing one.
- Come up with a totally new product or service. Think about chores you do by hand that could be done with a machine. Invent a new snack. Offer a service for a task others might not like to do.

Once you have a product or service in mind, you can think of a name for it. You can think of a catchy, memorable name, or you can use a descriptive name that explains a key feature of the product or service. Either way, be careful not to choose a name that already exists.

Find a Target Market

Who Will Buy It? In any ad, the advertiser focuses on a specific group of people called the *target market*. **A target market is made up of the people who *might* use or buy a certain product or service.** For example, the target market for a new dog food would only include people who own a dog. The advertiser's job is to convince those people who *might* need the product that they *do* need it. To determine your target market, ask yourself these questions.

- Who might use the product or service?
- Who might actually buy the product or service?

The people who might use the product or service and the people who might actually buy it are not always the same. For example, small children ride tricycles, but adults buy them. In that case, decide which group to focus on in your ad. Here is how one student identified the target market for his product, an improved organizer for school lockers.

Product: Magnetic Attraction Locker Organizer

Who will use the product? My locker organizers are for middle school and high school students.

Who will buy it? Parents will most likely buy the organizers, but probably only when the students pick them out.

Who is the focus? Students should be the focus. Even if they don't buy the organizers, they do tell their parents what they need.



Choosing a Product and Finding a Target Market

- Identify a product or service for your advertisement.
- Name your new product or service by thinking of a catchy name or a descriptive name that highlights a key feature.
- Answer the questions above to determine your target market.

KEY CONCEPT

TIP

Target market is a special advertising term. Choosing a **target market** in an advertisement is similar to considering your **audience** in other types of writing.

SKILLS FOCUS

Write to persuade. Brainstorm to generate ideas. Plan writing by targeting an audience. Engage the interest of the reader. (page 730): Analyze ads. Analyze media messages. Understand how pictures enhance communication.

Analyzing Target Markets in Advertisements

Imagine picking up your favorite music magazine and seeing an advertisement for baby food. You would probably think “Wow! That ad is sure out of place!” The target market for baby food is probably not the same as the audience for the music magazine.

Every advertisement has a target market. If you can determine who the target market is, you can begin to analyze that ad. The more you analyze advertising, the smarter you will be as a consumer. To determine the target market of an advertisement, ask questions about these four parts of the ad.

Product or service

Who would use this product or service? Who would buy it?

People

What people are shown using the product or service? How old are they? Are they male or female?

Other images

Aside from the people using the product, what other pictures are in the ad? Who would be interested in these types of pictures?

Text

Does the ad address certain people? Does it use language that would appeal to a particular group?

If these questions have different answers, you will need to look closely at people, im-

ages, and text in the ad to figure out whom it really targets.

The following ad seems to target more than one group. Use the questions in the chart on the left side of the page to determine the real target market of the Dino Pockets ad.



**Packs a
Dinosaur
Punch!**

Dino Pockets take only 30 seconds to make in your microwave. These hot, flaky, dinosaur-shaped pocket sandwiches are filled with vitamins and minerals for the most important snackers in your house — your children.

Now, compare your answers to the questions on product, people, other images, and text to the answers below. Did you identify the correct target market?

- **Product** Pocket sandwiches shaped like dinosaurs are designed to be eaten by children. However, the people who will buy these sandwiches at the grocery store are parents.
- **People** The people pictured in the ad are a father and his two children. They represent two different age groups. The father represents the parents who buy the sandwiches. The two children represent the people who eat the sandwiches.
- **Other images** Besides the people, the ad shows a sunny kitchen and a neat table. This setting would appeal to parents who want a safe, orderly home for their children.

- **Text** The large text “Packs a Dinosaur Punch” probably appeals more to children. However, the smaller text addresses parents directly by saying “your house—your children.”

The target market of this ad is not obvious at first. Looking only at the product and people, you might conclude the market is either parents or children. The other images and the text, though, suggest that the primary, or main, target market is parents. It is possible that the slogan “Packs a Dinosaur Punch” is an attempt to get children’s attention. However, that slogan would also capture the attention of the parents whose children are interested in anything to do with dinosaurs. An ad like this might appear in a magazine geared towards parents and families.

PRACTICE

Use the questions on page 730 to help you identify the target market of each advertisement part shown below.

1.



2.



3.



Analyze Your Target Market

Give 'Em What They Want To convince your target market to spend hard-earned pay (or allowance) on your product or service, you have to give them a good reason.

To analyze your target market and what your product or service can do for them, you will brainstorm a list of this group's needs and wants, as in the example below.

TIP

The two most important questions you must answer before you can create your ad are

- What do people need from my product?
- What do they want, even if they do not need it?

Product: locker organizer

Target market: students who use lockers

Needs: to be more organized

to have more room in their lockers

to find things fast and have more time between classes

Wants: to have other students admire their lockers

I think the most important need or want that my locker organizer can help fulfill is the need to be organized.

TIP

People use products to satisfy a variety of needs. One need ads often seem to target is the need to be liked by others. In a magazine, try to find an ad that appeals to this need.



How do you feel about the ad?

YOUR TURN 5

Analyzing the Target Market

Analyze your target market by brainstorming a list of their needs and wants. Pick the most important need to focus on in your advertisement and circle it. You will use the most important need to choose your persuasive technique in the next section.

Choose a Persuasive Technique

Make Your Pitch Advertisers use persuasive techniques to influence their audience. **Persuasive techniques can help convince people to buy the product or service.** Although some advertisements use more than one technique, they usually choose a single technique as the main focus. As you choose the main persuasive technique for your print advertisement, pick one that will appeal to your target market's wants and needs. The chart on the next page summarizes the most common persuasive techniques: bandwagon, testimonial, emotional appeal, plain folks, and snob appeal.

KEY CONCEPT



Reference Note

For more on **persuasive techniques**, see page 724.

Common Persuasive Techniques

Technique	Example
Bandwagon —says that everyone else is buying the product or service	"More people buy our basketball shoes than buy any other brand."
Testimonial —uses famous people to support the product or service	"Even basketball superstar Bob Tallman wears our shoes."
Emotional Appeal —promotes fear, hope, or other emotions	"Are you getting left behind on the courts? Our shoes can help."
Plain Folks —shows people like you	"My basketball shoes helped me make the basketball team at my school."
Snob Appeal —suggests you will be fashionable or trendy	"Our shoes are for the athletes who want only the best."

THINKING IT THROUGH

Choosing a Persuasive Technique

Here is how to choose a persuasive technique for your print ad.

- **STEP 1** Pick a persuasive technique to address the main need of your target market.

Students' main need is to be organized. I'll use an emotional appeal. The use of an emotional situation, such as the frustration of having a messy locker, might make students think they need my product.

- **STEP 2** Test the persuasive technique by filling in these blanks: "Will (technique) make the target market believe they will (need)?"

Will an emotional appeal make the target market believe they will be more organized? Yes. Showing a frustrated student with a messy locker will show students that they need to buy my product to get organized.

TIP

Test several persuasive techniques to make sure you choose the one that best matches the needs of your target market.

YOUR TURN 6

Choosing a Persuasive Technique

Use the chart and Thinking It Through steps above to choose a persuasive technique to use in your advertisement.

SKILLS FOCUS

Use appeals to logic, authority, and emotion. Support ideas/theses with illustrations.

Think About a Slogan

Stuck on You What do you think of when you hear, “Got milk?®” You may think of famous faces sporting milk mustaches. This is just one example of the power of *slogans*.

A **slogan** is a short, catchy phrase or motto that attracts attention. **Slogans help advertising stick in the minds of the target market.** Think about your product or service. How can you tell something about it while using the persuasive technique you have chosen? Here is how one student thought of his slogan.

KEY CONCEPT



TIP

Many slogans use rhyme or alliteration (the repetition of an initial consonant sound). Also, active verbs are more effective than passive verbs in slogans.

Since I am using an emotional appeal, I want to point out what a difference my locker organizer will make in students' lives when they have more time between classes to talk to friends. My slogan will be: “What a difference three shelves make!”

YOUR TURN 7

Writing a Slogan

Keeping the persuasive technique that you have chosen in mind, write a catchy slogan for your product or service. You might use alliteration or rhyme to make your slogan easy to remember.

TIP

Use professional ads as a **resource** to get ideas about images, colors, and arrangement of subjects. Other resources such as a dictionary or thesaurus will help you write and revise the text of your ad.

SKILLS FOCUS

Understand how pictures enhance communication. Understand how color enhances communication. (page 735): Include a call to action. Support ideas/theses with relevant evidence and details. Use appropriate word choice and precise wording.

Choose an Image

Get the Picture The most persuasive elements of a print advertisement are often the images that accompany the words, so to illustrate your ad, select a visual that stands out from the crowd. You may draw your own art, create pictures on a computer, take a photograph, cut out magazine photos, or trace other illustrations and adjust them for your advertisement.

As you choose a **subject** for your image, remember to make it match the persuasive technique you chose. If you picked a plain folks approach, you should not choose a person wearing expensive clothes as your subject. Also, choose your colors carefully. In general, bright, **warm colors** stir strong emotions, and light, **cool colors** create calm feelings. Tie your use of color to the type of emotion you want to create in your reader.

YOUR TURN 8

Choosing an Image

Choose an image for your print ad that fits the persuasive technique you have chosen. Sketch a draft of the image after you

- choose a subject and decide what the subject will be doing
- decide what else will be included in the image with the subject
- choose colors to convey strong or soothing emotions

Plan the Text

The Ad Game You have already planned parts of your ad, but you still need to write the main text. The chart below explains the three main parts of an ad's text and shows a student's example.

Description Describe the product or service completely. Give basic information, such as sizes, colors, business hours, or key features. Also explain what makes your product special.

The Magnetic Attraction Locker Organizer features

- three sturdy metal shelves
- adjustable widths to fit any locker
- magnets for hanging pictures and notes

Reasons to Buy Mention any reasons to buy your product or service that you have not already included in your slogan or description.

Why spend the entire break between classes looking for homework in a messy locker? Get Magnetic Attraction and get organized!

Action Finally, your print advertisement needs to tell your target market what they should do. Where can they buy the product or service? What is their next step?

The Magnetic Attraction Locker Organizer is available wherever school supplies are sold. Get our organizer before your locker becomes a disaster.

Play Fair In the Reading Workshop, you learned how to avoid being persuaded by persuasive techniques alone. Assume that your target market knows enough to demand **logical support** and **concrete evidence**. Give important facts about your product or service in your product description. Be sure the reasons you give are logical.

YOUR TURN 9

Planning the Text

Plan the text of your ad by using the chart and example above. Be sure to include a description of your product or service, reasons to buy it, and information that tells readers what action they should take.

TIP

Use a voice that fits your **purpose**, which is to persuade. One way to win over your audience is to use vivid language, including precise adjectives and verbs. Instead of saying a pen "writes smoothly," say it "glides like silk across the page."

Writing

Advertisement

Framework

Slogan

Slogans should be short, catchy, and to the point. Since you want people to remember your slogan, **write it in large print** at the top of your ad.

Image

The most noticeable part of your ad should be an **attractive image** geared toward your target market. Use an **interesting subject** that supports your persuasive technique, and choose **colors** thoughtfully.

Text

- Tie-in
- Description
- Reasons
- Action

- Start out with a statement that **ties the product or service to the persuasive technique** you use.
- Include the **name** of your product or service at the beginning.
- **Describe the product or service vividly.** Use words with punch and impact.
- **Give logical reasons** to buy the product or service.
- Provide **important facts** about your product or service.
- Tell the customer **where to buy** the product or service.

**YOUR
TURN**

10

Drafting Your Print Advertisement

Now it is your turn to write a first draft of your print advertisement. As you draft,

- keep your persuasive technique in mind
- use vivid, precise language and important facts in the description
- refer to the framework above and the Writer's Model on page 737

A Writer's Model

The final draft below closely follows the framework for a print advertisement on the previous page.



Slogan

Image

Do you want more time to talk to friends between classes? The Magnetic Attraction Locker Organizer can help.

Tie-in

The Magnetic Attraction Locker Organizer features

Description

- three sturdy metal shelves
- adjustable widths to fit any locker
- magnets for hanging pictures and notes

Why spend the entire break between classes looking for homework in a messy locker? Get Magnetic Attraction and get organized!

Reasons

The Magnetic Attraction Locker Organizer is available wherever school supplies are sold. Get our organizer before your locker becomes a disaster.

Action

A Student's Model

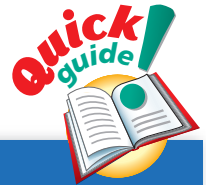
Chris Cheung, a student at Davidson Middle School in Crestview, Florida, created the following print ad. His ad achieves most of the goals of the framework plus something else: It makes a funny comment about advertising and logos. What is that comment?



Evaluate and Revise Content, Organization, and Style

Once Is Not Enough When you evaluate a classmate's advertisement or revise your own, you should always read the entire advertisement at least twice. The first reading gives you an opportunity to evaluate the content and organization of the advertisement. Use the guidelines below to help you during your first reading. In your second reading, use the Focus on Word Choice on page 741 to improve your style.

► **First Reading: Content and Organization** Use this chart to evaluate and revise your advertisement so that it is more persuasive. If you need help answering the questions, use the tips in the center column. Then, use the revision techniques in the right-hand column to make necessary changes.



Guidelines for Self-Evaluation and Peer Evaluation

Evaluation Questions	Tips	Revision Techniques
1 Would the image catch a reader's attention?	Note two things about the image that would make a reader look at it, such as color or subject.	Delete the image and replace it with one that is more visually interesting, unusual, or colorful, if needed.
2 Is the slogan catchy and memorable?	Underline words that have rhyme, alliteration, or some other catchy element.	If necessary, add words that are memorable, or that use rhyme or alliteration.
3 Does the ad have a clearly defined target market?	Write down two specific things that point to the ad's target market.	If needed, add to the image, slogan, or text to identify clearly the target market.
4 Does the ad provide a clear description of the product or service?	Put a number next to each fact about the product or service.	Elaborate by adding facts about the product or service, if needed.
5 Does the ad clearly tell readers what action to take to buy the product or service?	Place a check mark by the information that tells the readers what action to take.	Add an action or clarify what the reader should do.

ONE WRITER'S REVISIONS This revision is from an early draft of the print advertisement on page 737.

add

Do you want more time to talk to friends? ^{between classes} The
Magnetic Attraction Locker Organizer can help.

elaborate

The Magnetic Attraction Locker Organizer features

- three sturdy metal shelves
- ^{adjustable widths to fit any locker}
- magnets for hanging pictures and notes

add

Why spend the entire break between classes looking for homework in a messy locker? Get Magnetic Attraction and get organized!
^{The Magnetic Attraction Locker Organizer is available wherever school supplies are sold. Get our organizer before your locker becomes a disaster.}

PEER REVIEW

As you evaluate a peer's print advertisement, ask yourself these questions:

- What is the most persuasive part of this advertisement? What is the least persuasive? Why?

SKILLS FOCUS

Evaluate others' writing. Develop writer's style. (page 739): Revise by deleting text. Revise by elaborating. Revise by adding or replacing text.

Think as a Reader/Writer

1. Why did the writer add words to the first sentence?
2. Why did the writer elaborate on the description?
3. Why do you think the writer added the last two sentences?

➤ **Second Reading: Style** During your first reading, you revised what you said and the order in which you said it. The second reading focuses on your style, or the way you say things in your advertisement. One method of improving your style is to make sure you use words that have a strong emotional impact on your readers.

When you evaluate your advertisement for style, ask yourself whether your writing uses emotional language. As you re-read your advertisement, circle words that create an emotional response. If the ad contains only a few emotional words, delete some ordinary words and replace them with ones that will draw a more intense response.



Word Choice

Using Emotional Language

When you write an advertisement, you should make your product or service descriptions create an emotional response in your target audience. Consider the following two descriptions.

The Abracadab Circus will be fun!

The Abracadab Circus will make you giggle and gasp!

The second sentence, which would probably appeal to a young audience, is more emotional than the first one. You feel more interested in the circus because the description suggests an emotional response. You want to go to the circus and see what will make you giggle and gasp.

You can find more emotional words by looking in a thesaurus or by brainstorming a whole new way of describing your subject. You should think carefully about your ad's descriptions and determine what type of emotional response you want your reader to have.

ONE WRITER'S REVISIONS

Get our organizer before your locker becomes ^{a disaster} cluttered.

Think as a Reader/Writer

Why do you think the writer changed a word? Do you think the change improves the advertisement? Why or why not?

YOUR TURN 11

Evaluating and Revising Your Ad

- First, evaluate and revise the content and organization of your advertisement by using the guidelines on page 739.
- Next, use the Focus on Word Choice above to add emotional impact to your words.
- If a peer evaluated your print ad, carefully consider each of your peer's comments as you revise.

SKILLS FOCUS

Refine text for a specific audience. Revise to refine word choice.

Publishing

Proofread Your Ad

Reference Note

For information on **proof-reading guidelines**, see page 11.

Getting It Right Before you create the final draft of your ad, have someone else **edit**, or proofread, it for you. Mistakes in your advertisement might make your target market wonder whether your product is also flawed.



Grammar Link

Punctuating Possessives

Advertisements often talk about the features of certain products. For example, an ad for a vacuum cleaner might list its attachments. To explain these features, you will use the possessive form of a noun.

To form the possessive of a singular noun, add an apostrophe and an *s*.

Examples:

the computer's software
the vacuum cleaner's brushes

If the noun ends in *s*, it will still take both the apostrophe and the *s*. If the extra *s* would make the noun awkward to say, you may use only the apostrophe.

Examples:

Jonas's house [*Jonas's* is not awkward to say.]
the Netherlands' exports [*Netherlands's* is awkward to say.]

To form the possessive of a plural noun, add only an apostrophe if the noun ends in an *s*.

Examples:

the brushes' bristles
four days' work

If the plural noun does not end in an *s*, add an apostrophe and an *s*.

Examples:

the teeth's enamel
children's games

Make sure nouns are possessive, not simply plural, before adding apostrophes.

Incorrect The girl's left their bicycles.

Correct The girls left their bicycles.

PRACTICE

For each sentence, identify the word that needs an apostrophe. Then, write the word correctly.

Example:

1. The beanbags stuffing is nontoxic.

1. *beanbag's*

1. Remove the air conditioners filter.

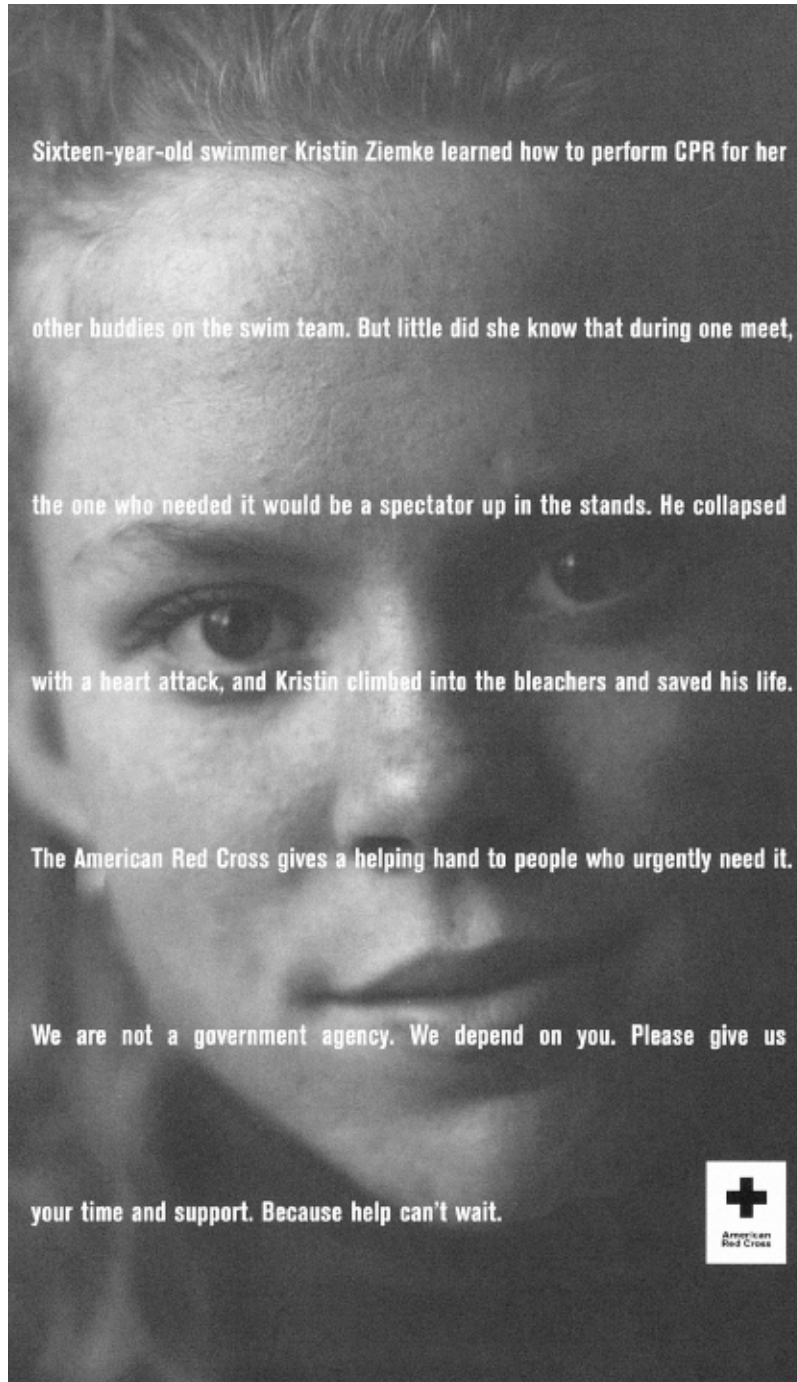
2. The two quilts stitching is excellent.

3. The womens team won both races.

4. Mrs. Rogers garden is blooming.

5. Everyone believed the four girls story.

For more information and practice on **punctuating possessives**, see page 372.



Sixteen-year-old swimmer Kristin Ziemke learned how to perform CPR for her

other buddies on the swim team. But little did she know that during one meet,

the one who needed it would be a spectator up in the stands. He collapsed

with a heart attack, and Kristin climbed into the bleachers and saved his life.

The American Red Cross gives a helping hand to people who urgently need it.

We are not a government agency. We depend on you. Please give us

your time and support. Because help can't wait.



Adding a Background

In this ad for the American Red Cross, the words are printed in white over the illustration. This “reverse” type over a background of the girl’s face draws the reader’s attention right away.

Look at your print advertisement. Can you use a background behind your text? If you use a computer, you can format the background as a color or as a simple pattern. If your background is dark, use reverse type to keep your words readable. Look for these options under the format menu, or use drawing tools if they are available. If you are drawing your ad by hand, use colored pencils to color in a light background.

SKILLS FOCUS

Proofread one’s own writing in preparation for publishing. Use apostrophes correctly in possessives. Design documents in preparation for publishing. Use technology to publish texts.

Publish Your Ad

COMPUTER TIP



Use word-processing commands to make some words in your ad stand out. You can use font commands to make your slogan larger or to change its design. You can also use style buttons to print important words in boldface or italics. Avoid overusing these features, though, or your ad may look cluttered.



PORTFOLIO

Showing Your Stuff Now it is time to see whether your advertisement works. Will your target audience really be influenced by your ad? Try one of these methods to share your powers of persuasion.

- Create a class magazine with all of your print advertisements. You might even group advertisements together by the type of product or service.
- Show your ad to a member of the ad's target market. Would this person be persuaded to buy your product or service? Ask for comments about the techniques you used.
- Show your print ad to friends and family. What do they like about the product or service you advertised? What do they think are the most effective parts of your advertisement?

Reflect on Your Ad

Building Your Portfolio Take some time now to reflect on your advertisement. Think about *what* you wrote and *how* you wrote it. As you reflect on your print advertisement, consider what skills you can improve for future assignments.

- What was the most difficult task you faced in creating an advertisement? Why do you think so?
- How did analyzing your target market help you create your advertisement? Do you think learning about your readers could help you on other writing assignments?
- Examine all the written works in your portfolio to set goals for yourself as a writer. What are three things you could do to improve your writing?

SKILLS FOCUS

Publish writing. Publish in a variety of formats. Review a collection of written works to set goals as a writer. Evaluate one's own writing. (page 745): Use effective representing strategies. Use a variety of technologies when creating media messages. Select appropriate media when creating media messages.

YOUR TURN 12

Proofreading, Publishing, and Reflecting on Your Ad

- Correct grammar, usage, and mechanics errors in your ad.
- Publish your ad by following one of the suggestions above.
- Answer the questions from Reflect on Your Ad above. Record your responses in a learning log, or include them in your portfolio.

Connections to Life



Creating Your Own Commercial

Now that you have created a print advertisement, bring it to life in a commercial. In this section you will adapt your print ad to create a television commercial.

Making a Plan Follow these steps to convert a print ad into a commercial.

Fill in the Details Many effective commercials are like little stories—stories in which a problem is solved by buying a product. Brainstorm a story for your own ad by answering the following questions.

Characters: Who will be in your commercial? How will they appeal to your target audience?

Setting: Where and when will your commercial take place?

Action: What will your characters do? How will that action tie in with your persuasive technique? How will the action appeal to your target audience?

Draw a Storyboard A storyboard is like a graphic organizer for your commercial. It includes the **dialogue**, **narration**, and images showing the **major actions** that will take place in your commercial. Your storyboard will help you plan all of the props and other supplies you will need.

To make a storyboard, sketch the basic action of each scene in your commercial. Below each sketch, write the dialogue for your characters. Look at the following example.



GIRL 1: I never get a chance to talk to anybody between classes! And now I can't find my math homework!

GIRL 2: Your locker is out of control. Haven't you heard of the Magnetic Attraction Locker Organizer?

GIRL 1: The what?

GIRL 2: Look at MY locker.



GIRL 1: Wow! How did you manage that?

GIRL 2: Easy. I just installed the adjustable Magnetic Attraction Locker Organizer. It comes with three shelves and these cool little magnets to hang pictures with. Now I have all the time I need between classes.



GIRL 1: What a difference three shelves make!

Prepare Your Commercial Before you can rehearse your commercial, you must pick out the scenery, the actors, and the props the actors will use. Once these are in place, rehearse your commercial all the way through several times. Doing a complete run-through will help you see problems in the script and adjust your commercial to run more smoothly.

Lights, Camera, Action If you have access to a video camera, you can record your commercial for all to see. By using a process called “in-camera editing,” you can create a commercial by recording each shot in the correct order so that special editing equipment is not necessary.

First, use your storyboard to plan each shot. Then, record your shots in the order they happen according to your storyboard. If you make a mistake, stop, go back, and try it again. Once you finish a shot exactly the way you want it, stop or pause the camera and set up the next shot. Repeat the process until your commercial is complete.

The suggestions in the next column can also help as you record your TV commercial.

- Watch the lighting of your scenes. The light should be bright enough for the action to show up well on camera. It should not come from behind the actors.
- Eliminate background clutter from your scenes. Extra furniture, backdrops, or people will only distract your viewers.
- Use a tripod if possible so the camera will not shake during recording. If you do not have access to a tripod, make sure the cameraperson practices holding the camera still.
- Remind your actors to face partway toward the camera. If your actors face each other, your audience will not be able to hear their voices or see their facial expressions as well.
- Your actors should speak clearly and slowly. Many people speak quickly when they get nervous, so have the actors talk more slowly than they normally would.

If you do not have access to a video camera, perform your commercial live. Once you get up in front of your audience, all of your hard work will pay off as you convince the whole class that your product is better than anything they could buy in a store.

YOUR TURN 13

Creating a TV Commercial

Use the suggestions on pages 745–746 to turn your print advertisement into a TV commercial. Remember to

- create a storyboard
- choose characters and props
- video your commercial or perform it live

Analyzing Visual Effects in Ads

Has a television commercial ever made you say, “Wow, did you see that?” Perhaps a three-dimensional object seemed to hurtle out of the screen. A dog might have dunked a basketball like a pro. Advertisers will do anything they can to keep potential customers from turning the page or changing the channel when an advertisement appears. One of their most powerful weapons is the *visual effect*. **Visual effects** are ways of changing an image to add to its message or create a certain impression in a viewer’s mind.

The Purpose of Visual Effects

Not only are visual effects fun and interesting, but they also keep viewers looking at an advertisement. The longer a viewer looks at an ad, the more likely the product or service being advertised will stick in the viewer’s mind. Visual effects naturally hold our attention because they combine reality with the fantastic. Which image would be more likely to grab your attention: a giant bug invading a house or a real bug walking across a kitchen floor?

Visual effects also help shape a viewer’s feelings about the product or service in the ad. For example, if an ad shows the giant bug retreating and finally dying after being sprayed with bug spray, the viewer might feel confident that the product can get rid of *any* insect. After all, the bug spray successfully killed the giant bug.

Types of Visual Effects

Print advertisements and television commercials each use unique visual effects. These effects make an ad more interesting so it can attract the most readers or viewers possible.



WHAT'S AHEAD?

In this section you will analyze visual effects used in mass-media advertising. You will also learn how to

- recognize the visual effects used by print and television ads
- compare the ways effects are used
- find examples of print and television ads with visual effects

SKILLS FOCUS

Analyze and evaluate media messages. Analyze visual elements used to support text in media. Identify source and purpose of media messages.

TIP

Visual effects also hold viewers' attention in film, television shows, newspapers, magazines, and news programs.

A print ad can include a collage of images and text—words and pictures that, when combined, create an overall effect on the readers. Unless a print ad runs for several pages, it usually focuses on one image which creates an unfinished story. Important information about what happened before the product was used or what happened afterward is missing. The readers become involved because they must fill in the blanks to finish the story.

Television commercials contain movement. They can fade in and out or dissolve from one scene to another. Instead of one primary image to develop, a television commercial has many. Action sequences can tell a story.

While some effects are limited to either television or print advertisements, most of the visual effects advertisers use are available to both. Visual effects can be divided into two categories: **photographic** (made with a camera) or **digital** (made with a computer).

Common Visual Effects	
Photographic Effects	
Camera Angle (point of view)	■ Tilting the camera up makes the subject seem large and dominating. ■ Tilting the camera down makes the subject seem small.
Lighting	■ Dark, shadowy lighting can add mystery or gloom. ■ Bright lighting can create a shiny, happy appearance. ■ Soft lighting suggests pleasant feelings.
Filters	■ Filters alter the image as it gets to the camera, making it fuzzy, sharp, dull, or sparkling.
Digital Effects	
Digital Editing	■ Images can be converted to digital computer versions and then altered.
Digital Reality	■ Images such as babies that dance and animals that talk can be made completely by computer animation.
Both	
Miniaturization	■ Small models of props or settings can be used to make a subject a giant in comparison.
Superimposing	■ Two images can be cut or digitally placed on top of each other, making people look as if they are in a jungle or in the air, for example.

Analyze Visual Effects in Advertisements

As a viewer of print ads and commercials, you should know that visual effects are used to capture your attention and to convince you to think a certain way. Just flip through any magazine or watch a TV commercial, and see how advertisers use visual effects. When you create your own advertisements, you should know that visual effects are a valuable tool to help you persuade a target market. Whether you are a viewer or a creator of advertisements, you can become more aware of visual effects by analyzing the different ways they are used.

The following print ad and the television commercial storyboard on the next page use the same visual effect. As you read these ads, identify the visual effect and determine how the effect is used differently in the two different media.



Are you going to tell him you bought a generic lotion for his itchy bug bites? Use Dr. Shay's Anti-Itch Lotion to tame the toughest itch.



SKILLS FOCUS

Determine how media use manipulates information. Analyze illustrations used to support text in media.



NARRATOR:

Tell HIM you plan to use generic lotion on his bug bites.



NARRATOR:

Dr. Shay's Anti-Itch Lotion soothes and calms itches caused by most bites and rashes.



NARRATOR:

Bring the toughest itches down to size with Dr. Shay's Anti-Itch Lotion.

TIP

Some commercials deliberately omit information so that you become involved filling in the rest of the story.



Can you think of a commercial for which you have to fill in the missing action?

The visual effect used in both of these ads is **camera angle**. Notice that in the print ad and in the first TV storyboard, the boy looks large and imposing because the camera looks up into his face, making him seem huge. However, the print ad could only hint that the lotion would bring the boy back down to size, but the television ad was able to tell the whole story. In the storyboard, you can see the boy getting the lotion and then returning to a more normal size through the use of a different camera angle.

YOUR TURN 14

Analyzing Print and Television Ads

Find a print ad and a television commercial that both use at least one of the following visual effects. You may choose an ad and a commercial that use the same visual effects or different effects. The effects are explained in the chart on page 748.

- camera angle
- digital editing
- (point of view)
- digital reality
- lighting
- miniaturization
- filters
- superimposing

Record the commercial, if possible, or draw a storyboard for it. Cut out the print advertisement if you have permission. Then, identify the visual effect used in each advertisement and explain what message or impression the effect communicates. Finally, compare the overall effectiveness of both ads.

26 Choices

Choose one of the following activities to complete.

► COMMUNITY SERVICE

1. For a Good Cause A little publicity can help good causes. Choose a cause that is important to you, such as a tutoring or recycling program. Create a **poster**, or record a **TV or radio ad** to advertise this cause to your classmates. Include information telling how your friends and teachers can get involved with this issue to make a difference.

► CROSSING THE CURRICULUM: MATH

2. Charting the Course With two classmates, collect twelve print ads. Then, identify the main persuasive technique used in each ad. (See chart on page 725.) Make a **record** for each ad on a sheet of paper or in a database that has separate fields for a description of the ad and the technique. Then, make a **pie chart** that shows what percentage of the ads used each persuasive technique. Which techniques are the most common? Present your results to your class.

► CROSSING THE CURRICULUM: SOCIAL STUDIES

3. History Hall of Fame Use your new knowledge of advertising to create an entire advertising campaign for a historical figure you admire. Design a **campaign** of three or four **print and TV ads** nominating him or her for the History Hall of Fame. If you have access to a video camera, you can even record a television commercial to share with the rest of your class.

► CAREERS

4. The Ad Game The fields of advertising, marketing, and public relations are rapidly growing. Find out more about these careers by contacting companies such as advertising and public relations firms. Develop a list of questions and schedule a phone interview to get information about these career fields. Use your interview notes to write a **report** of your findings.



PORTFOLIO

SKILLS FOCUS

Integrate multimedia and technology into presentations. Use effective representing strategies. Use graphics to convey information. Create video reports. Adapt oral messages to occasion: interviews. Write to report.