

Text type	ADVERTISEMENT
Definition	a notice designed to attract public attention or patronage such as a poster or a paid announcement in the print or electronic media
Purpose	<ul style="list-style-type: none"> - persuade and convince somebody to do something (visit a place, make use of an offer, buy something etc.) - boost sales - provide information (e.g. introduce a new product/ brand name) - entertain
Some aspects of content and structure and layout	<ul style="list-style-type: none"> - AIDA formula - creative idea, appropriate for the target group - strongly emphasize advantages - emphasize the benefits for the reader - provide the reader with appropriate factual information - KISS- strategy: KeeP it short and simple - layout: textual/visual elements must support the message effectively
Some aspects of language and style	<p>diction:</p> <ul style="list-style-type: none"> - attention-grabbing headline/slogan - positively connoted vocabulary - vivid descriptions - appeal to your reader's senses and emotions - stylistic devices (pun, contrast, repetition, rhetorical question etc.) <p>register:</p> <ul style="list-style-type: none"> - try to write in a natural style - language has to be adapted to your target audience - a variety of sentence structures <ul style="list-style-type: none"> • ellipses • questions • imperatives etc. <p>tone:</p> <ul style="list-style-type: none"> - a wide variety is possible (playful, serious, ...)
Useful vocabulary	<ul style="list-style-type: none"> - compound adjectives (feather-light, economy-size, ...) - comparatives (better, more reasonable, ...) - superlatives (the best ... ever, second to none, ...)

Example	Write an ad for a school theatre performance to be published in a student magazine.
Ideas for exercises	<ul style="list-style-type: none">- introduce your students to advertising strategies and make them try them in their own ad- ask students to produce an 'anti-ad'