

Language of Persuasion

A level English 9004– Revision

Linguistic terms and techniques - a summary

Adjectives - esp comparative & superlative.

Adjectival Compounds

Oreck - **top-fill** action

air-glide system

multi-stretch hose

best-selling books

boredom-free zone

freshly-prepared food

beautifully-presented food

in-store bakery

hard-nosed, do-it-yesterday, want-it-all, got-to-have-it clients!

NB Don't confuse portmanteau **nouns** e.g. Pet-hair & after-dust in Oreck ad.

NB that relatives, articles, etc are omitted by using adjectival compounds - language is more concise & compressed.

Parallelism.

e.g. - It's Tetley
It's decaffeinated
It's yours for less

or

No Trace No Tell

or

New Labour, New Danger(/Mortgage Rise / Tax etc.)

Rhyme.

Has been used since early ads - Sunlight Soap 1891 – Sunlight gets the washing done, Leaving time for sport and fun.

Mars, Beanz Meanz Heinz etc - memorable.

It needn't be hell with Nicotinell.

Imperative Mode

Commands/instructions ...Buy this!, Have some today! etc

NB Usually rude in everyday English. Can be didactic.

Suspension

Part of message is held back - e.g. on next page, at end of ad break on TV.

Deliberate misspellings

fizzically fit (Haliborange)

NB Misspelt brand names too Ryvita, Rice Krispies. Familiar sound, distinctive look. Lite, Kleen etc

NB Often use less common letters - high scoring in Scrabble! ie z, x, j, etc.

Sentence Structure

Short sentences, sentences without verbs etc. Informal & colloquial language.

Key words or trigger words

Often vague- golden, richer, etc.

Sometimes coined for the occasion - tomatoful, teenfresh...

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Personification of products - product is more than an ordinary product.

Resounding non-statement

- 'Triumph has a bra for the way you are' - sacrifices meaning for sound etc.

Connotations

In brand names especially - Sunlight soap, etc.

Emotive language

Figurative language, metaphors etc

Repetition

Puns/Plays on words

Self reference - ads criticising/playing on ads.

Alliteration

Assonance

Euphemism

Also -

Domestic playlet

Snapshot of 'everyday' life with a family, couple etc using the product - viewer is the eavesdropper on these people.

Dialogue Interview

Often testimonials from 'ordinary people' being interviewed or talking to friend etc.

Monologue Testimonial

A single person talking/writing of their approval of the product. Often someone with supposed authority or a celebrity.

Interior monologue technique - Viewer is encouraged to identify with speaker.
Impressionistic, thought-style.

Borrowing of other styles of discourse -

e.g

- problem page (Dear Rhoda... for odour prevention product)
- scientific sounding language
- ads that look like features in mags.
- presenting information as general knowledge at first.
- Car ad looks like cinema ad.