

A tropical beach scene at sunset. The sky is a warm, golden yellow, and the sun is low on the horizon, casting long shadows of palm trees onto the sand. In the background, there are mountains and a small structure on the right.

The ultimate guide
to the power of
Advertising Techniques used in
Holiday Brochures.

Look at the following extract, work out how it attempts to persuade the reader.

Think about:

The intended audience

Its purpose

Where you might find it

How it tries to persuade you

In pairs highlight all the techniques on you handout.

Crete

One of the Greek Island's most famous villa holiday destinations, Crete essentially caters for every taste. Yet while its better-known resorts are equipped for tourism and busy nightlife, vast areas remain beautifully untouched. Among the many reasons to holiday in Crete are its lively cities, shopping havens, historical sites, endless beaches and natural curiosities. Our villas are set near quiet coves, secluded beaches and invigorating mountain villages steeped in traditional Greek life, culture, charm and pure romance.



Crete

Superlatives

Appealing to both young and old
Something for everyone

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Exciting

Emotive Language

Beautiful Picture to
show and persuade you.



Look at your handout, why is this important?

James recommends

- Visit King Minos' Palace at Knossos to see where Theseus made his way through the labyrinth to slay the legendary half-man, half-bull monster The Minotaur
- Go hiking and take in the breathtaking scenery at Samaria Gorge - the longest in Europe. It's a long, hard day's walk - not for the faint hearted - but well worth the effort. A further 50 gorges are waiting to be discovered, some much easier to traverse than others - so seek advice before you go. Join in the celebrations at the Rethymno Wine Festival in late July and witness spectacular Greek dancing and free flowing wine
- Visit Chania Town on the west coast, known as the prettiest town on the island for its combination of natural beauty and variety of archaeological and historical sights

What are the advertisers trying to do here?

The great outdoors

There are countless things to do and see in Crete. Walks, climbs, drives and rides take you across striking plateaux, dramatic mountains and stunning seascapes. When you choose a villa holiday on this Greek Island, you can discover local customs and traditions; try new sports or simply soak up the stunning natural environment and its amazing views from snow-capped mountains to glistening bays. Swimming, water sports, fishing, diving and snorkelling are in abundance around Crete's coastline. Climbing and caving are also a popular way to explore the island's world-famous local gorges.

Why have they included this?

Hit the beach

You'll find an endless number of beautiful sand and coloured pebble beaches bordering Crete's coastline - many awarded with the Blue Flag for cleanliness and safety, and ideal for a family holiday. Pretty secluded coves lapped by clear warm seas are dotted across Crete; while the larger and busier villa holiday resorts and bays offer waterfront bars, tavernas and every day amenities ideal for families. The island also provides practical seaside facilities, including sun umbrellas - as well as lifeguards in peak season to watch over visitors on the beach and in the water.

Who are they appealing to here?

Step back in time

Crete is home to many architectural and historical jewels. From ancient labyrinthine ruins and scenic routes well-trodden by legends, you'll be instantly transported back to the Minoan culture that flourished on this Greek Island thousands of years ago. Roman, Venetian and Turkish rule have also left their mark on Crete with cobbled alleys, monasteries, old fortresses, mosques and harbours. Multiple museums offer a fascinating insight into its long and colourful past, as well as Crete's many cultural traditions still practised in villages to this day.



Who are their audience? What information have they included?

Shop in local style

Shopping on Crete is an experience not to be missed. A wide range of small village shops and markets sell local produce and beautifully-crafted leather, copper, bronze, terracotta and wooden items. Explore the bigger towns on your villa holiday, where the streets are lined with chic boutiques offering the latest trends in clothing, shoes, and beauty items. Everything from top designer labels to original jewellery pieces, folk art and olive oil (Crete's is rated one of the best in the world) – you'll find great gifts, holiday essentials and luxury items at competitive prices.



Why is there a map?



Lesson Objective:

- To consolidate understanding of the techniques used in persuasive writing.
- To draft a detailed plan of your own holiday brochure.
- To check the first draft of your brochure for the assessment criteria.



The Two most important things to remember when writing to persuade are

Audience



Who will be reading your
writing?

Purpose



Your reason for writing it.

Remember you are trying to persuade your audience, so when you are considering the sort of language to use, think about including:

1. Emotive Words
2. Directive Language
3. Rhetorical Questions

Emotive Words

These arouse strong feelings in the reader and encourage them to read on. For Example:

*The **new** Ariston FM51R built-in oven is styled in Italy, with a **breathtaking** stainless steel and mirror glass finish.*

Directive Language

This gives instructions or orders.
In this way, the readers feel as if
you are speaking directly to
them. For Example:

*Come and experience Crete for **your** selves,
and change **your** life forever.*

Rhetorical Questions

These are questions that are directed at the readers, but do not require answers. Again the readers feel as if they are being spoken to directly.

For Example:

Visit King Minos' Palace at Knossos to see where Theseus made his way through the labyrinth to slay the legendary half-man, half-bull monster The Minotaur.

Can you face the challenge?

You could also think about using one or more of the following approaches, To help persuade your readers.

1. Persuasive words or phrases
2. Personal Pronouns
3. Informal Language
4. Repetition
5. Presentational Devices

Persuasive Words or Phrases

These will make your audience think that they should either agree with your point of view or else be seen as unreasonable.

For Example:

Obviously, without a doubt, undeniably, surely, definitely, certainly etc.

Personal Pronouns

When you use personal pronouns such as:

We, us, you.

You are trying to involve the reader directly.

Informal Language

Addressing your audience as if you know them, by using *informal* or *colloquial* language, can be an effective means of persuasion. Using language in this way gives a conversational tone to the writing and can make the reader regard you as a friend.

Repetition

If you say something just once, it can be easily forgotten so, if you have a certain message to get across, try to ensure that you say it more than once.

Remember your presentational devices!

Headings

Sub-headings

Paragraphs

Bullet Points

Bold Type

Exclamation Marks

Photographs

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