

PSRIP Intermediate Phase COVID-19 MESSAGING

26 FEBRUARY 2021

ADVERTISEMENT

Purpose: To persuade someone to buy something or to use a service.

Text Structure

- Can take a variety of forms
- Make use of slogans and logos
- Usually have a visual, design element
- Use advertising techniques
- Use design to make the advertisement eye-catching and memorable

Language Features

Figurative language and poetic devices used to create impact and make the language memorable, e.g.: metaphor, simile, alliteration, repetition, rhyme, rhythm.

Refer to Week 2 & 3 of Term 1 Lesson Plans provided on the NECT Website and the revised ATPs on the DBE website.

“Behind every young child who believes in himself is a parent who believed first” – Matthew Jacobson

The NECT and DBE Team