

Find a range of persuasive devices in example adverts

Why join the RSPB?



We speak out for birds and wildlife, tackling the problems that threaten our environment.

Nature is amazing, and when you become a member you are joining over a million other people who are helping us keep it that way. Can you imagine a world without each wonderful species?

Most members aren't 'bird experts', but ordinary people united by a desire to see birds and other wildlife flourish in their natural habitats.

As a charity, we rely on the support of members to continue our work protecting precious birds and wildlife. If you think these beautiful, breath-taking creatures are worth saving, read on to find out about our tireless work:

Saving birds and wildlife

We:

- campaign on behalf of birds and the environment
- protect, restore and manage habitats for birds and other wildlife.
- research the problems facing birds and the environment.
- carry out recovery projects for many threatened species.
- help tackle international conservation issues through BirdLife International - a global partnership of conservation organisations.

Inspiring people through nature

We:

- try to help everybody to enjoy the natural world and learn more about it.
- are active across the UK at national, regional and local levels - our work helps protect your environment.

Saving and creating special places

We:

- own and manage nature reserves where wildlife can flourish and people can get closer to nature.

What's in it for you?

As well as supporting vital conservation work, membership also brings you some great benefits, such as our exclusive magazine packed with information and fantastic pictures, and a free feeder or bird handbook.

Make a difference

By becoming a member today, you'll be making a real difference - we just couldn't do this without you. We know that times can be hard for all of us but just £3 a month can really make a difference.

Join us today- you can be a world-class hero!

Omni-Daps 3000- the shoe with attitude!

Are you in need of performance-enhancing trainers?

Look no further: our trendy game-changers are available to buy now!



Every day, hundreds of people (who are oblivious to their lack of street-cred) are wearing hideous, bargain trainers, which are causing terrible under-performance.

But you can be different!

It is our privilege to introduce our new Omni-Daps 3000; they are the latest in cutting-edge technology that is guaranteed to raise your game – and your cred!

Each hand-crafted, specially-developed shoe comes equipped with several outstanding features, which are all purposefully designed to enhance your performance and increase your sporting agility:

- Velvety, silk-smooth lining cushions the inside to cradle your precious feet – you'll feel like you're walking on a cloud of success. Another benefit of this extra-soft padding is that it prevents angry, red and painful blisters from becoming a hindrance!
- The deep tread under each sole has been expertly designed to maximise durability and provide increase traction on any surface: grass, mud, clay or concrete. These ultimate pieces of sporting equipment were made to last, match after match!
- Each section of the outer design is available in a variety of colours: Trendy Turquoise, Reckless Red and Go-for-it Green!

But don't just take our word for it! According to Sports Illustrated Magazine, our state-of-the-art shoe was recommended by Usain Bolt, "Working hard or during my leisure time, these shoes are great! I'd be lost without them, I can tell you. Wouldn't be where I am today without them!"

So don't delay, buy them today!

And that's not all! Order a pair of our special product today and you'll receive a free sport bottle!

Read the persuasive adverts examples above. Fill in the table with examples from each of them. *Not all adverts will have examples of every persuasive device!*

	<u>Example 1: Why Join the RSPB?</u>	<u>Example 2: Omni-daps 3000</u>
<p>Write down the powerful or emotive adjectives/adverbs/verbs</p> <p><i>Example: luxurious, soft lining</i></p>		
<p>Rhetorical questions</p> <p><i>Example: Would you like to be the trend setter in your school?</i></p>		
<p>Pandering</p> <p><i>If you have a sweet tooth, you'll love these tasty treats.</i></p>		
<p>Exaggeration/ Figurative language</p> <p><i>Example: You'll be walking on air with these special pumps</i> <i>Theses record-breaking shoes will inspire you to be the best in the world!</i></p>		
<p>Condescension</p> <p><i>Example: Only a fool would pass up this wonderful opportunity</i></p>		
<p>What do you think was the most persuasive aspect of the advert? Why?</p>		