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Features of an Advert

- What is the purpose of an advert?**
 An advert promotes or sells a product or service. It can be written, recorded or displayed in any other way.
- What have you seen adverts for?**
 You have probably seen adverts for toys, food, holidays, technology and many more things. Can you think of any well-known adverts?
- What kind of language would you expect to see in an advert?**
 The purpose of an advert is to get people to buy or use the product or service that is being advertised. Therefore, the language needs to be positive and persuasive.

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Features of an Advert

Read the description of Raby Castle. Why might someone want to visit here? List all the reasons you can think of.



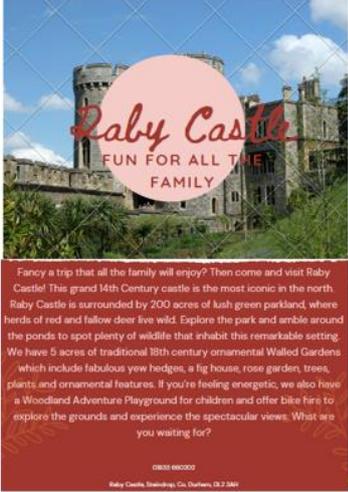
Fancy a trip that all the family will enjoy? Then come and visit Raby Castle! This grand 14th Century castle is the most iconic in the north. Raby Castle is surrounded by 200 acres of lush green parkland, where herds of red and fallow deer live wild. Explore the park and amble around the ponds to spot plenty of wildlife that inhabit this remarkable setting. We have 5 acres of traditional 18th century ornamental Walled Gardens which include fabulous yew hedges, a fig house, rose garden, trees, plants and ornamental features. If you're feeling energetic, we also have a Woodland Adventure Playground for children and offer bike hire to explore the grounds and experience the spectacular views. What are you waiting for?

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Features of an Advert

What else might you expect to see in an advert for a trip? What other information would be important for someone who was interested in visiting there?



← photos

Who to contact for more details.

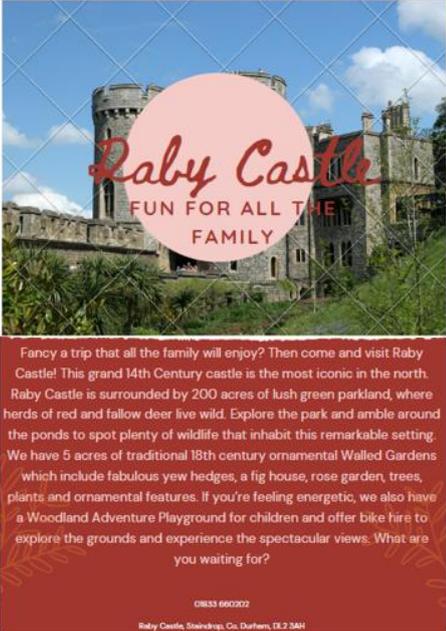
What you can do there

the location of the property

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Features of an Advert



Let's look at the language within the description now. Can you remember any features of **persuasive** language?

- written in second or third person
- appeals to the senses and exaggerates the positive points
- asks the reader rhetorical questions
- powerful adjectives and memorable phrases