

Persuasive Speech Years 10 - 12: Advertising (an abstract approach)

Step right up! Step right up to the modern culture of the 21st century! Life has never been better than ever before, where all of life's luxuries can all be yours for only a middle class wage! Our impossible expectations will certainly coerce you to succumb to our on-size-fits-all for individuality, so you too can belong in our marvellous idealistic society!

In this fine privileged world of ours, our special offers will always make sure that you are always you, 25 hours, 8 days a week. Just sit back, relax, keep your hands and opinions to yourself, and enjoy the ride guided by our Special Media Guest who will persuade into the most glorious, wonderful, and unsatisfactory lifestyle your also brainwashed peers could ever expect of you.

Why make decisions when we can do them for you! Special offer on sale: only a low, low price of your own existence (including tax GST and stamp duty charges), and you've got yourself a free life! Pay by credit card and receive a pre-packaged individual at no extra cost – or you too can be a stereotype!

Hurry while stock last (sorry, no rain checks). But wait, we can relive you from the drudgery of boring choices by doing that for you, our of our own inaccurate prejudice where generalisation leads to simplicity at its finest! Let's not over-complicate things shall we? (that would scare off the customers)

So take your pick from our fine selection of labels and typecasts, that's right, only one will do. Both aren't for sale at once. Our policy is that you remain in ONLY ONE demographic at any given time. Now look here, punk, don't go choosing multiple identities willy-nilly, this world ain't big enough for any in-betweens, no grey areas allowed thank you very much!

Ah, I see you've taken interest to our stock positioned to your left, what's that? You choose the normal one? Excellent choice! That's popular pick these days. Nothing like aligning yourself to the standard set of the norm, which we, the Media of course, constructed ourselves for every willing (and unwilling) conformist to follow. Just stop this way to compare yourself to everyone else, and when I mean 'everyone else' I'm talking about the clear-complexion-fair-clean-shaven-logical-uncrooked-teeth-trendy-slender-reasonable-voiceless-materialistic-and-above-all-obedient First Corinthian consumer that we ever-so effectively portray to represent your entire society.

A prerequisite I recommend is that you have a stable income from your nine-to-five job, so you too can purchase all those high-quality high-priced products that everyone else seems to afford, and yes! They are the basis of social survival in our urban jungle of today's world. So hurry and get all these unnecessary necessities while you can in a feeble attempt to find meaning and fulfilment in your miserable life. That's our plastic promise to you, guaranteed!

Thanks for your patience; your call is important to us. Please hold...

What's that? You find it hard to be like everyone else? Think you're too different perhaps? That's perfectly normal, always remember: You're unique, just like everyone else.

Spruik at the start (salesperson's pitch) to emphasise this is a spoke text
Sarcastic tone evident
Contention is stated but masked in sarcastic tone

Use of inclusive language

Use of emotive language

Use of exclamation marks to emphasise points
Use of repetition
Mimics the language of many infomercials

Use of informal and colloquial language
Direct statement to the audience

Use of one-sided conversation to draw the reader in

Use of emotive language
Use of alliteration

Use of rhetorical questions

Of course, all this propaganda that set our impossible standards of normalcy couldn't make our unrealistic reality become real without the immense help of technology. Making your SO much easier giving you SO much convenience and creating SO many distractions that ever before. Now the power to interact without interacting has created the divine opportunity for God of Four Edged Screens to proclaim: 'GO FORTH AND DIVIDE!' as preached in the Not-So Good News Revised Standard Edition Vol.86 Holy Bible Monthly Catalogue.

Use of repetition and capital letters to add emphasis and indicate louder voice used at these points

Thanks to the advances of technology, you too can mindlessly waste time by contacting all those 867 friends you've never met before on that 5G-iphone-ipod-Touch-200terabyte-memory-capacity-wireless-bluetooth smudged touch screen that you've been procrastinating on for the past five hours where you should've done something far more productive such as washing those dishes or studying for that English exam. Nothing like some me time, isn't it? Never before has there been the need to be constantly entertained, so you too can divert your attention from your monotonous life seemingly crowded with a plethora of expectations, distractions and deadlines.

Use of rhetorical questions

Can't you believe how wonderful the world is that you've come to live in? But wait, there's more!

Use of sales pitch language to progress the text

We can surely make your already fantastic and miserable life even better for you!

Allow me to introduce you to hyper-reality, and realty MUCH better than yours and is all completely unavailable to you (but we make it seem believable anyway) for ONE non-negotiable and non-refundable price that you will be paying for the rest of your inadequate existence, but don't worry! Until you are six feet underground should we exempt you from additional tax charges.

Now just sit back and let us ever-so subtly persuade your buying habits: SALE NOW ON! Buy now, pay forever! One for the price of three! -3000% off! Buy one; get another for exactly the same price! No deposit, no interest, until last year! STOCKTAKE SALE! EVERYTHING MUST GO!! Now with all the unnatural colours and preservatives! Gluten free, sugar free, wheat free, flavour free! 1% fate free! Lose weight! Feel younger (30 is the new 50)! Become healthy with a tan! Now with extra vitamins and minerals for that healthy shine! Satisfaction guaranteed! Dissatisfaction non-refundable!

Use of common sales techniques in reverse to emphasise point and re-enforce sarcastic tone and conclude the piece

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