

RADIO SCRIPT

Rhetorical questions – asking a question without expecting an answer

Emotive language – words that cause an emotional response

Slogan/phrase that grabs attention

Between 30 and 60 seconds long, about 75 words per 30 seconds

Clear information about what is being advertised

“Your country needs you! It’s time to help ‘Put out that light’ and search the skies for enemy planes! Can you be brave and help protect your community in the Blitz? We need fearless folk who’ll lend a hand! Volunteer as an Air Raid Precaution Warden today and you’ll be helping stop the enemy in his tracks! Bring on the blackout and rescue right from the rubble as you put on your ARW helmet and get to work. You’ll need to know your way round your neighbourhood but we’ll give you training in everything else! Does this sound like you? If so, Don’t delay! Sign up at your local Air Raid Precaution Office today!”

Alliteration – words with the same letter or sound in the same sentence

Memorable content – interesting words that make the advert stand out

Imperatives – words that tell you what to do

There may be a question at the end to make listeners more interested

Don’t forget, choose your words wisely!

- Persuasive writing can help you create effective radio adverts so people feel positive about what you are promoting

Think about your target audience

- Facts and opinions can also help get your point across especially if you are talking about something important

- Words and phrases/slogans can be repeated to show something is important

- Adjectives (descriptive words) about what you are promoting will bring it to life

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