

Top Tips from author Bali Rai

“Persuasive writing requires planning and structure.

What is your message?

Who are you trying to persuade?

Why should they care about your message?

Keep the information provided simple and use basic language. Simpler sentences are easier to understand and more persuasive.

Think about key words that emphasise your message. Words such as duty were used in recruitment posters and advertisements during WW2.

Make it personal to the listeners, so they feel the advertisement is aimed at them individually (you are important, your service is required etc...)

Create a feeling of teamwork and camaraderie (for example - we need you. Or we're working together etc...). This builds a sense of community so that people feel like part of something bigger. A joint effort.

When you record your message, you should emphasise key words. Listen to modern news reports. See if you can hear which words are emphasised. Try and do the same thing with your recording.”

RADIO ADVERT PLANNING SHEET

What is my advert about?

You are going to create a radio advert to recruit volunteers for the war effort. Choose from Dig for Victory, Air Raid Wardens, Local Defense Volunteers, Women's Voluntary Service. Note down in the space below which topic you have chosen and why.

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What do I need to include?

Look back at the activities you completed and the notes on the subject you have chosen. Write down the key facts and information you want to include. Think about:

- What message you want to get across
- Why you are asking people to volunteer
- What they need to know
- Why it is important they respond

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RADIO ADVERT PLANNING SHEET

Advert content

Write some attention grabbing sentences that you can say as part of your advert to get your audience interested. Think about the slogans used on wartime posters – you could use the same ones or make up your own. Think about different language techniques such as alliteration that can bring your advert to life. What descriptive words will make your advert more engaging? What can you include that will make your audience respond with emotion?

Script

Write a script for your advert in the space provided. Remember, 30 seconds is about 75 words and your advert should not be longer than 60 seconds (150 words!)

More space on the next page...

RADIO ADVERT PLANNING SHEET

Script (continued)

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Once you have written your script, read through it. Does it make sense? Is it getting your point across?

Practice reading your advert before you record it. Ask someone to listen and see if it works.

Think about how your voice sounds and how changing the pitch, volume and speed of your voice can help your advert be more effective:

- Higher pitch is often used to show lighter thoughts
- Lower pitch is often used to show more serious thoughts
- Vary your pitch to avoid sounding the same and to support the mood you want to create
- The level of volume with which you speak – whether you are loud or quiet - can change the impact of your advert
- Change the speed with which you speak to convey the meaning
- Speaking quickly can help build to a climax
- Emphasising a word or thought can give them more importance
- Keep your speech clear and lively to keep your audience engaged.

Try a voice warm-ups to help you get ready, for example:

Say “Red lorry, yellow lorry” starting slowly and increase the speed until very fast!

Now you are ready to record!

You could record your advert and listen back to it to make sure it sounds right. If not, make some edits and try again.