

**Writing and presenting: The Advertisement (Shorter transactional piece)**

**Euphemism in advertisements**

<https://www.youtube.com/watch?v=4lfVsjYlqyc>

**Important factors to keep in mind: Your advertisement must contain the following:**

- **An eye-catching heading**
- **Must show evidence of the AIDA-principle (Attention, Interest, Desire and Action)**
- **Emotive/persuasive/euphemistic language: Bargain, Best, Sale, Pre-owned, one-of-a-kind**
- **Description of product**
- **Brand name**
- **Slogan**
- **Contact details**
- **Price**
- **Target audience**

**You are only allowed  
90-100 words. PLAN  
carefully**

Your family wants to start a transport service for learners to and from school. They have asked you to create an advertisement that will be placed in a local newspaper.



Tired of those Transport woes?  
Struggling to get your kids to school safely and on time?

Change to HIPPO'S HAPPY HOP TRANSPORT SERVICES for  
transport that is  
**SAFE**  
**RELIABLE**  
**AND AFFORDABLE.**

Learners are picked up and dropped off in front of their homes.

We pride ourselves on punctuality and roadworthy vehicles.

R400 per month per child.

10% discount if you pay in advance for the year.

We cover all school routes in Smallville.

Contact Strini or Harold at 074 456 7890

Now it is your turn:

You have learnt in this lesson plan about euphemism. You must include at least one example of euphemism as used in advertisements. (Refer to YouTube video <https://www.youtube.com/watch?v=4lfVsYIayc> (11 min))

You have a used bicycle/ other item that you want to sell. Write the advert that you will post on the school's billboard and in the local newspaper. (90-100 words)

Study guide for writing  
essays and transactional  
texts (L Neethling – La  
Rocheville GH)

- Adapted from DBE  
Writing study guide

[http://bit.ly/Study\\_guide\\_for\\_writing](http://bit.ly/Study_guide_for_writing)