

## Language work - Analysing Leaflets

- Leaflets are always written for a particular purpose. Usually to **inform** people about a particular issue and / or to **persuade** them to donate money or to buy something.
- Leaflets are often **eye catching** to encourage people to read them and usually contain **factual information** to help get the point across.
- Leaflets which are trying to persuade people to donate money often **use emotive pictures and language** to make the reader feel sad or even guilty in the hope that they will donate money.  
(*emotive means to make the reader feel emotion*)

Read the leaflet you have been given very carefully, then use the following questions to help you to write a detailed analysis of the leaflet.

Introduction	<p><u>What</u> is it about ?</p> <p><u>Why</u> has it been written ?</p> <p><u>Who</u> is it aimed at ?</p>	<p>(1 or 2 sentences)</p> <p>(purpose)</p> <p>(audience)</p>		
Presentation	<p>Are any of the following devices used to help the leaflet achieve its purpose:</p> <p>pictures, bullet points, columns, highlighted boxes, colour, maps, bold headings, different sections, different fonts, italics, cartoons, tables of statistics, bright colours, speech bubbles etc.</p>	<p>Are these effective?</p> <p>Why?</p>		
Language	<p>Choose quotations to show :-</p> <ol style="list-style-type: none"> <li>1. what kind of language is used ?</li> <li>2. what is the effect ?</li> </ol>	<table border="0"> <tr> <td style="vertical-align: top;"> <p><u>language</u></p> <p>emotive</p> <p>direct</p> <p>forceful</p> <p>factual</p> <p>persuasive</p> <p>informative</p> <p>descriptive</p> <p>humorous</p> </td> <td style="vertical-align: top;"> <p><u>effect</u></p> <p>(evokes)</p> <p>shock</p> <p>pity</p> <p>sympathy</p> <p>anger</p> <p>understanding</p> <p>laughter</p> <p>guilt</p> </td> </tr> </table>	<p><u>language</u></p> <p>emotive</p> <p>direct</p> <p>forceful</p> <p>factual</p> <p>persuasive</p> <p>informative</p> <p>descriptive</p> <p>humorous</p>	<p><u>effect</u></p> <p>(evokes)</p> <p>shock</p> <p>pity</p> <p>sympathy</p> <p>anger</p> <p>understanding</p> <p>laughter</p> <p>guilt</p>
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Conclusion	<p>Sum up by saying whether you think the leaflet is successful. Do you find it interesting or would you change it in any way to make it more appealing?</p>			

**Now design your own leaflet aimed at teenagers, persuading them not to smoke.**