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**National 4 Added Value Unit**

**Writing Frame**

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| The advert/article I will be analysing is for........................................................ In this advert/article.......... |
| A target audience is...............................This advert/article is aimed at.................. |
| This advert/article uses several persuasive techniques. One of these techniques is ........................ It is effective because........................ |
| Another technique used is.................. It is effective because..........(Write about at least 5 techniques used in the advert/article) |
| Overall, I liked/disliked this advert/article. I think it was successful/unsuccessful because........ |