

ENGLISH B

TEXT TYPE: FLYER/LEAFLET/PAMPHLET

Example Context

A healthy lifestyle campaign, aimed at 15-18 year olds, is being conducted by the Ministry of Health in an Anglophone country.

Purpose

To persuade and or inform the intended audience about how to live a healthy lifestyle

Audience

The specific demographic targeted by the client: teenagers 15-18

Format

1. Persuasive language, using a combination of written and visual persuasive techniques:

1.1 written

- value laden *adjectives* and *verbs*
- personal *pronouns*
- *imperative* statements
- *rhetorical* questions
- repetition
- bullet points
- keep it simple

1.2 visual

- snappy headline and bold headings
- *graphic* devices such as the use of colour, borders, boxes, use of space and layout

1.3 Register semi-formal with touches of *idiomatic* language