

Copywriting – Home Exam 2018

To be submitted on Inspira by 14:00 on Wed 3 December 2018.

There are three sections to this Exam. Complete ONE task option from each section.

The first section requires you to create an advert OR a sales letter and justify your strategies. Your justification of strategies should be up to 1 page – **no more**. (total 2 pages including advert or sales letter).

The second section is a relatively short 2 page analysis of a sales letter. Choose ONE of the example sales letters given. For this task you should note the communicative purpose and if the various essential ‘moves’ (key elements/format features) have been used. You should then identify and reflect on some of the writing strategies used. (2 pages)

The third section is a longer three to four page analysis of an advert. For this section you choose ONE of the given adverts to analyze and conduct a more thorough analysis of the text including multimodal strategies utilized by the producer (3 to 4 pages).

Referencing: Please be sure to reference appropriately throughout the Exam.

Copywriting Exam – Section I:

Create an Advert OR a Sales Letter and justify strategies.

Choose **ONE** of the task options provided below. You should write between around 2 pages in total (including the created advert of sales letter).

Whichever option you choose, be sure to structure your chosen response into paragraphs. Use appropriate terminology to help explain your strategies where this seems effective. Refer to sources when appropriate.

Task OPTION 1:

- a) **Compose** an advertisement for a product, service, event or cause for a Norwegian company or organization. Choose an organization you know or make one up. The advert should be approximately a page.

Strategies: Use what you have learned about genre, rhetoric, semiotics & multimodality to make your composition as persuasive and effective as possible. Include images, logo, text, colour, etc. In addition, have a clear idea of the topic and purpose of the advert. Be clear about the intended target group, the communicative purpose and moves.

- b) **Make a one page comment on strategies used in your letter, e-zine or advert.** Write approximately 1 page of commentary (not more) explaining and giving reasons for the strategies you use in your advert according to what has been discussed in class and in course readings. Mention the message you wish to convey and why; and why you have chosen to express the message this particular way; including why you have chosen certain rhetorical and semiotic strategies and resources to get your message across.

OR

Task OPTION 2:

- a) **Compose** a sales letter, email or e-zine text promoting or launching a product, a service, a special offer or a call for public support for a cause. The purpose might be to gather public support on an issue, create awareness and/or solicit a response or action from the target audience. The aim might be a customer order or purchase. It could be a letter/email to launch a product or gain subscribers. It may be a persuasive call for public support for an important cause (environment, refugees, community crisis etc). Choose an organization, cause, business or business idea that you know or make one up. The letter or article should be not more than a page.

Strategies: Use what you have learned about audience and purpose, form and style and persuasive writing techniques and devices. Identify clearly in your own mind the intended target group, the communicative purpose and moves.

- b) **Make a one page comment on strategies used in your letter, article or speech.** Write approximately 1 page (not more than 2) of commentary explaining and giving reasons for the strategies you use; according to what has been discussed in class and course readings. Mention the message you wish to convey and why; and why you have chosen to express the message this particular way; including why you have chosen exactly certain rhetorical and semiotic strategies and resources to get your message across.

Copywriting Exam – Section II (Analysis of writing):

Below you will find a choice of persuasive writing examples such as a sales email/ letter, a sales letter/advert calling for public support. Choose **ONE** of the texts and conduct an analysis of the writing.

Structure and development of your analysis:

Nominate the genre, the communicative purpose, the moves and thereafter identify and discuss some of the persuasive strategies used by the writer to help persuade or have the desired impact on the recipient. Remember, for this task you focus on the written text. This shall not be a three-dimensional model or a multimodal analysis. It includes a genre analysis that considers and discusses various copywriting strategies used by the writer.

Consider communicative purpose, form and style. Thereafter consider various written rhetorical and persuasive devices and strategies the writer uses including active form, ethos, emotive language, connotation and cultural associations and other ideas raised in class.

Be sure to refer regularly to specific examples of language use in the text to help demonstrate your knowledge of how the writer uses various persuasive devices to have an impact on the target audience.

Structure your response into paragraphs. Use appropriate terminology to help describe and explain persuasive devices in the writing. Refer to sources, including references from our course readings, when appropriate.

Write about two pages.

Assessment Criteria:

- **Task response:** Demonstrated understanding of central concepts such as rhetorical devices, persuasive strategies and discourse analysis. Task response also includes development and expression of ideas, overall task achievement
- **Use of language:** Effective use of appropriate terminology, Broad & varied vocabulary, Language selection
- **Structure and Expression:** Coherence & cohesion, paragraphing, grammatical range & accuracy
- **Use of references** where appropriate and in the prescribed way for referencing

Sales letter Text - OPTION 1

Save the bees!

From: Rebecca Falcon, SumOfUs[us@sumofus.org] September 2018

Wayne,

There's a new dangerous pesticide on the block: Sulfoxaflor. And it's been found to reduce bee colonies by half. Your action is urgent before it's too late!

Right now, as you read, the massive pesticide corporation Dow Chemical is lining up to replace banned bee-killing neonicotinoids with this toxic "replacement".

The good news is we're winning the argument to save the bees. **If hundreds of thousands of us complain to the EU about Sulfoxaflor -- so soon after its historic neonic ban -- we could persuade it to protect the bees further.** And the EU is **currently** doing a formal review of Sulfoxaflor, so it's the **perfect time** to push!

Will you sign the petition to help stop this disastrous new pesticide in its tracks? [Yes - I'll sign the petition to save the bees from toxic Sulfoxaflor](#)

Research published in the prestigious *Nature* journal has found that exposure to **Sulfoxaflor reduced both the size of bumblebee colonies and the number of offspring produced by a whopping 54 per cent!** Bees are one of the world's most important pollinators of food crops. One third of the food we eat relies on bees to pollinate it -- from avocados to broccoli, and cherries to squash. **But the United Nations has warned that 40% of invertebrate pollinators – particularly bees and butterflies – risk global extinction.** And the evidence is clear: toxic pesticides are poisoning bee populations.

By signing the petition, you'll help to kickstart a new campaign and put pressure on decision makers to veto this latest threat to bees. **We're calling for Sulfoxaflor to be stopped, and for all pesticides to be tested to the same stringent standards as the three neonics that got banned.**

We can't sit back while pesticide corporations like Dow Chemical replace banned pesticides with toxic Sulfoxaflor. Thanks to pressure from thousands of SumOfUs members, beekeepers and environmental groups, **last month France decided that it will ban new pesticides that act like neonics.** This is an important precedent for the EU to build on with a Europe-wide ban!

As well as using the law, **SumOfUs members are expert at using the media and online pressure to sway decision makers.** Over 650,000 of us signed the petition for a ban on nasty neonics, putting huge pressure on Europe's politicians -- and winning in April this year! SumOfUs members like you have worked hard to achieve bans on bee-killing neonicotinoid pesticides around the world -- now we need to make sure the banned pesticides aren't just replaced with another harmful chemical.

Please sign the petition now: [Sign the Petition](#)

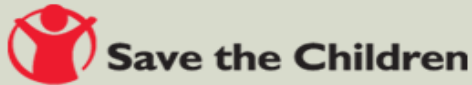
Thanks for all that you do,
Rebecca, Wiebke and the team at SumOfUs

More information:

[New pesticides may harm bees as much as existing ones – study](#), The Guardian, 16Aug 2018
[EU member states support near-total neonicotinoids ban](#), BBC, 27 April 2018

Sales Letter - Text OPTION 2

Welcome to Save the Children



Hi Chari,

Welcome and thank you for subscribing to our email updates.

You'll soon start getting emails from us with all the latest news, so you can **stay up to date with how you're helping children around the world.**

[In the meantime there are lots of ways to get involved now.](#)

Talk to us on [Facebook](#), follow us on [Twitter](#) and watch and rate our new films on our [YouTube](#) channel.

Watch this space for your next update!

And thanks again for your support, it's what keeps us going.

Best wishes,

Save the Children



Welcome! Come and join the conversation:



GIVE £3 A MONTH

Children are dying from hunger and disease and urgently need your help. You can save children's lives with a monthly gift – please donate today.

[Make a monthly donation](#)



TAKE ACTION

Every year, more than 8 million children die before their fifth birthday. World leaders have promised to dramatically cut these deaths. We need YOUR help to make sure they keep their promises.

[Join our campaigns](#)

WHERE YOUR MONEY GOES



From every £1 you give us we spend 88p to benefit children – 11p to raise the next £1, and the other 1p goes on governance and other costs. Find out more about our finances.

NO CHILD **BORN TO DIE**

If you wish to no longer receive these updates you can [unsubscribe here](#).

Save the Children works in more than 120 countries. We save children's lives. We fight for their rights. We help them fulfil their potential.

This email was sent from Save the Children, registered charity England and Wales (213890), Scotland (SC039570) and registered in England and Wales under company number (178159), or from Save the Children (Sales) Ltd, registered company in London (875945). For legal information go to savethechildren.org.uk/privacy.

Photo credit: Jonathan Hyams/Save the Children



Copywriting – Section III (Multimodal/Critical Discourse Analysis of an Advert):

Compose an analysis of an Advert.

There is **ONE** task to be completed for this part of the Exam. Choose **ONE** of the adverts provided. You should write about 3 to 4 pages (max.), including references.

CDA Analysis of an Advert

Below you will find a choice of advertisements. Choose **ONE** of the advertisements and conduct an analysis using a three-dimensional approach; take into account the text as well as the sender-receiver (producer-produced) aspect and the wider socio-cultural practices and influences.

Structure and development of your analysis: Your analysis should build on the theoretical framework of discourse analysis you have been presented with including genre analysis, multimodality, rhetoric and the critical aspect. Be sure to refer to the selected advert to help explain your ideas.

Structure your response into paragraphs. Use appropriate terminology to help explain your strategies where this seems effective. Refer to sources when appropriate.

Write about three to four pages, not more.

Assessment Criteria:

- **Task response:** Demonstrated understanding of central concepts, strategies and discourse analysis, development and expression of ideas, overall task achievement
- **Use of language:** Effective use of apt terminology, Broad & varied vocabulary, Language selection
- **Structure and Expression:** Coherence & cohesion, paragraphing, grammatical range & accuracy
- **Correct referencing**

Choose **ONE** of the following adverts for your 3 to 4 page (max) analysis.

Advert 1



Advert 2



Advert 3



Advert 4

