

# Copywriting – Home Exam 2019

**To be submitted on Inspira by 14:00 on Friday 6 December 2019**

There are three sections to this Exam. Complete **ONE task option from sections two and three.**

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

**The second section** is a relatively short (**maximum** two page) analysis of a sales letter. Choose ONE of the example sales letters given. For this task you should make clear 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.

**The third section** is a somewhat longer three (**maximum** 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.

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## **Assessment criteria:**

- **Task response:** Demonstrated understanding of central concepts, persuasive strategies, critical discourse analysis and readings from the entire semester. Reflective and insightful development and expression of ideas, overall task achievement
- **Use of language:** Broad and varied vocabulary, language selection generally; effective, insightful and reflective use of appropriate terminology
- **Structure and expression:** Appropriate essay form, effective paragraphing, coherence and cohesion, grammatical range and accuracy
- **Use of references:** Demonstrated breadth of reading and knowledge; appropriate acknowledgement of sources that inform ideas and apt use of prescribed referencing style

## SECTION ONE:

Create an advert and justify strategies.

You may write up to a **maximum** of 2 pages in total including the created advert.

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

### Assessment Criteria:

- **Task response:** Demonstrated understanding of central concepts such as rhetorical devices, persuasive strategies.
- **Use of language:** Effective use of appropriate terminology, broad and varied vocabulary, language selection
- **Structure and Expression:** Coherence and cohesion, paragraphing, grammatical range and accuracy
- **Use of references** where appropriate and in the prescribed way for referencing

### Task:

- a) **Compose** an advertisement for a product, service, event or cause for a Norwegian company or organization in English. 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) **Write** approximately **half to one 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; why you have chosen to express the message this way; include why you have chosen certain rhetorical strategies.

## **SECTION TWO (Analysis of persuasive writing):**

Below you will find a choice of two persuasive writing examples (sales email/ letter 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 your course readings and discussions from the entire semester. Write a **maximum** of two pages.

### **Assessment criteria:**

- **Task response:** Demonstrated understanding of central concepts such as rhetorical devices, persuasive strategies and discourse analysis and readings from the entire semester. Task response also includes development and expression of ideas, overall task achievement
- **Use of language:** Broad and varied vocabulary, language selection generally; effective, insightful and reflective use of appropriate terminology
- **Structure and expression:** Appropriate essay form, effective paragraphing, coherence and cohesion, grammatical range and accuracy
- **Use of references:** Demonstrated breadth of reading and knowledge; appropriate acknowledgement of sources that inform ideas and apt use of prescribed referencing style

**Sales letter text - OPTION 1**

## Plant-Based Made Easy expires tonight

Vegetarian Health Institute [customercare@veghealth.com]

To:

James Smith

11 November 2019 17:36



Hey James,

I noticed you haven't gotten your meal plan, and I want to send you one last reminder to make sure you saw my emails - I'm excited and want you to be a part of this :).

**Today is the last day to [get the Plant-Based Made Easy Meal Plan](#) and join us as we follow it together!**

The meal plan itself will be available at any time. But the community support and guidance from our team is a special, one-time gift for our newsletter subscribers.

With the plan you'll get:

- 7 days' worth of breakfasts, lunches, snacks, dinners, and desserts that pack in all of the nutrients you need for optimal health based on research from the national nutritional advisory institute.
- Step-by-step recipes and a shopping list so there's absolutely no guesswork
- A plan for using leftovers and prepared staples so you won't need to cook every meal
- A lesson in our "blueprint method" to turn one foundational recipe into dozens of different dishes

Plus, we're all following the plan together so you can learn tips and tricks from the community, get answers to your questions, and share your feedback as you go along!

Thousands of satisfied vegans completed this fun, supportive, delicious experience over the past year!

If you're ready for a break from the dreaded "what's for dinner?" question, and want to master simple, tasty recipes, don't miss out on this!

[Get your meal plan](#) and join us for a week of delicious meals and fun community support!

**Erin**

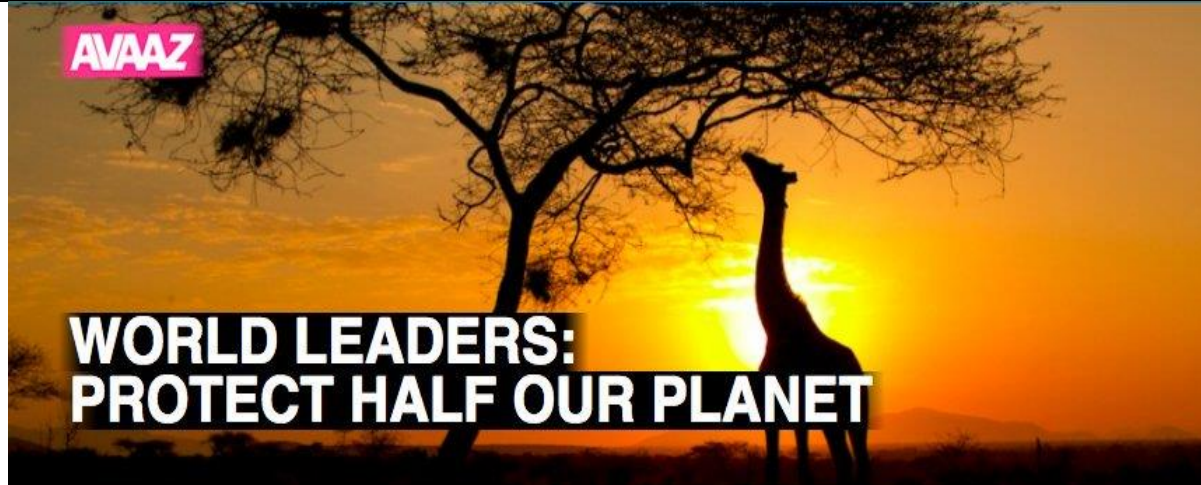
P.S. - We're thrilled to share this meal plan with you, and the support from our team is an extra way of celebrating with you ♥ [We hope you'll join us!](#)



[Update/Unsubscribe](#)

Vegetarian Health Institute 4023 Kennet Pike #50112 Wilmington, Delaware 19807 United States (510) 402-6516

## Sales letter - OPTION 2



### To world leaders:

"We global citizens are deeply concerned by scientists warning that ecosystems critical to sustaining life on Earth could collapse in our lifetimes. We call on you to meet existing targets to protect biodiversity, forge a new agreement so that at least 50% of our lands and oceans are protected and restored, and ensure our planet is completely sustainably managed. This must take into consideration the needs of human development and have the active support of indigenous peoples. This long-term goal for nature can restore harmony with our home."

**By 2020, two-thirds of wild animals will be gone.** Life is being extinguished as fast as when the dinosaurs disappeared -- and it's happening because humanity is taking a chainsaw to the tree of life.

Unless we stop this tragedy, the Earth's delicate biodiversity could completely collapse, leaving our planet deathly silent and uninhabitable for humans. But there's hope - **top scientists are backing an ambitious plan to put half our planet under protection** and restore harmony with our home.

They say if we do it wisely, in a way that protects indigenous people from exploitation and land grabs, **we can save 80-90% of all species!**

Let's make this solution so famous, our leaders can't ignore it. **Join the resounding chorus of human voices behind the plan to stop the mass extinction before the Earth falls silent.**

### Already an Avaaz member?

Enter your email address and hit "Send".

Email

SEND ▶

**First time here?** Please fill out the form below.

Name

Email

Country  Postcode

Avaaz will protect your privacy and keep you posted about this and similar campaigns.

SEND ▶



935,102 have signed. Let's get to 1,000,000

one minute ago Mariana, Brazil

4 minutes ago Monika A., Poland

10 minutes ago Karolina W., Poland

**Avaaz is only 10 years old, but has exploded to become the globe's largest and most powerful online activist network. — The Guardian**

Avaaz—meaning "voice" in several European, Middle Eastern and Asian languages—launched in 2007 with a simple democratic mission: organize citizens of all nations to close the gap between the world we have and the world most people everywhere want.

Avaaz empowers millions of people from all walks of life to take action on pressing global, regional and national issues, from corruption and poverty to conflict and climate change. Our model of internet organising allows thousands of individual efforts, however small, to be rapidly combined into a powerful collective force. (Read results [on the Highlights page.](#))

### **SECTION THREE (Critical Multimodal 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 pages (**maximum 4**), 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 using appropriate terminology. Aim to demonstrate sound and insightful critical understanding of the topic informed by a breadth of research, discussion and reading. **Make sure to refer to sources!**

Write about three pages, **not more than four**.

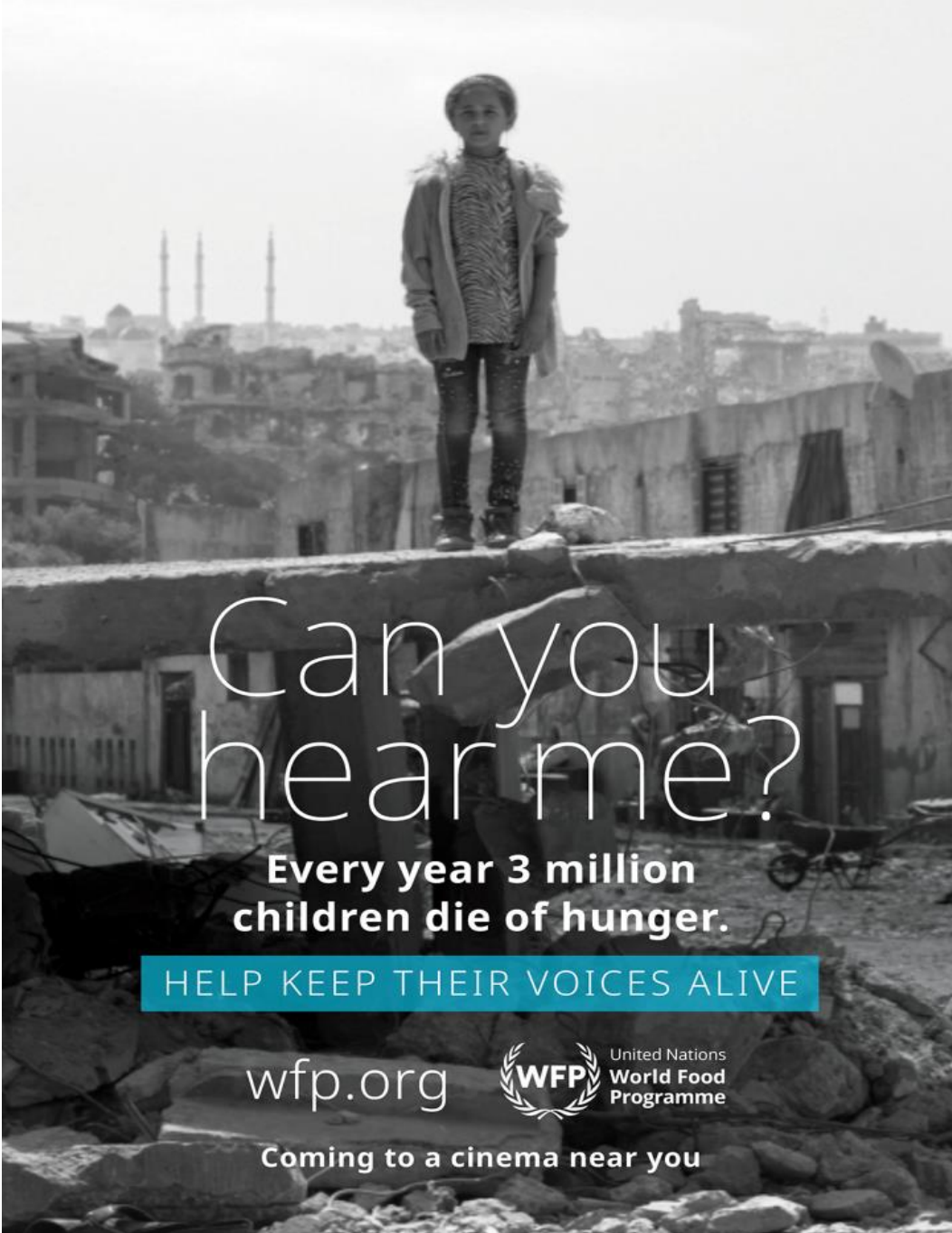
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Choose **ONE** of the following adverts for your analysis.


### Advert 1



Can you hear me?

Every year 3 million children die of hunger.

HELP KEEP THEIR VOICES ALIVE

wfp.org  United Nations World Food Programme

Coming to a cinema near you

**Advert 2**

