

**Whether advertisements are for something to buy, something to subscribe to, or something asking for donations or support, the writing uses certain common appeals. The following are examples of some of these appeals:**

1. Guilt: “Because of the way *blah blah blah* has been treated, you owe it to them to help.”
2. Patriotism: “The American way of life may disappear if you do not support us on this.”
3. Greed: “You could earn 10,000 dollars just by sending us 10 dollars. Don’t miss out on this opportunity. Act Now!”
4. Compassion: “For just 36 cents a day you could help this starving child.”
5. Snobbery: “You are among the few hand selected people to receive this special offer!! “

### **Other Techniques**

1. The use of color or underlining to emphasize key words
2. Tempting words on an envelope to tempt readers to look inside the envelope
3. Short paragraphs
4. Simple direct sentences
5. Repetition of key ideas