

AUDIENCE AWARENESS 2

Riddles

Mr. and Mrs. Mustard have six daughters and each daughter has one brother. How many people are in the Mustard family?

Samuel was out for a walk when it started to rain. He did not have an umbrella and he wasn't wearing a hat. His clothes were soaked, yet not a single hair on his head got wet. How could this happen?

Only one color, but not one size,
Stuck at the bottom, yet easily flies.
Present in sun, but not in rain,
Doing no harm, and feeling no pain.
What is it?

What is the advertisement ?

- ▶ **Advertising** is how a company encourages people to buy their products, services or ideas. **Advertising** is one element of marketing, which also includes design, research and data mining. An **advertisement** is anything that draws good attention towards these things.
- ▶ Advertising includes such as a picture, short film, song, etc. that tries to persuade people to buy a product or service, or a piece of text that tells people about a job, etc.:

What is the purpose of advertising

- ▶ The **purpose of advertising** is to inform the consumers about their product and convince customers that a company's services or products are the best, enhance the image of the company, point out and create a need for products or services, demonstrate new uses for established products, announce new products and programs, ...

Why is advertisement is important?

- ▶ **Advertising** helps a business to earn profits by enabling more people to know about the products and services and thus resulting in more sales. The consumers on the other hand will never get to know about the products and services if they are not advertised. ... This is **important** for the success of a business.

Read the internet advertisement below for courses in white water rafting.

WHITE WATER ACTION IN VICTORIA

The most exciting experience you'll ever have!

[HOME](#) [OUR ACTIVITIES](#) [TRANSFERS](#) [RESTAURANTS](#) [PRICE LIST](#) [DISCOUNT SPECIALS](#) [CONTACT US](#)

In 1985, Shearwater was the first Zimbabwean company to run commercial white water rafting trips in Victoria Falls, Zimbabwe. Since those first intrepid paddle strokes on the Zambezi River, Shearwater has become synonymous internationally with some of the best white water action on the planet in dramatic scenery otherwise hidden from visitors. Today, 28 successful seasons later, Shearwater continues to be at the forefront of white water rafting on the Zambezi, offering one-day rafting trips (in both high- and low-water seasons), overnight trips, and multi-day wilderness adventures. There's something to suit everyone. Dare you try it?

SPLASH AND DASH - approx. March and June

‘Splash and Dash’ describes a very high-water run operated at the beginning and end of the rafting season. Most of the really big, dramatic rapids, for which the Zambezi is famous, have either been washed out or are considered too dangerous for commercial rafting purposes. This stretch of the river from rapid 15 to rapid 24 is fast flowing but the rapids are quite gentle compared to other times of the year.

Considered more of a scenic trip, as the gorge and the river are breathtakingly beautiful following the rainy season, the whirlpools and boils can pose a few unexpected surprises for the unwary! The hike out of the gorge remains - as always - arduous, so you need to be fit!

US \$132



MULTI-DAY RAFTING ADVENTURES

low water only

Shearwater's Multi-Day Rafting Adventures (21/2 days or 5 days). A chance for you to explore more of the Zambezi River down to the Lower Muwemba Falls, past the Batoka Dam and on to where the land flattens out towards the upper reaches of Lake Kariba. The days get lazier as the river widens through flat terrain, and there is plenty of opportunity for you to fish, watch the wildlife and camp in the wilderness on the pristine sandy beaches of the Zambezi. Tents are provided, although you may choose to sleep directly under the glittering velvet canopy of an African night.



OVERNIGHT TRIPS - low water only

Instead of facing an arduous climb at the end of an amazing day, take us up on our offer to camp overnight in the gorge on one of the pristine beaches used exclusively by Shearwater clients, and witness complete peace and privacy beside the river when everyone else has left. Accommodation is in tents although many people choose to sleep under the clear sky. Sit out under the African stars and relive the memories of your day's rafting around a campfire. Walk along the Batoka Gorge and transfer back to town after breakfast the next morning.

US \$220 - Minimum of 4 required.



A certificate is awarded at the end of every trip in confirmation of conquering the mighty Zambezi River.

Ex: 1 What are the stylistic features of written advertisements? Give examples of each from the passage 'White water action in Victoria', and explain how they aim to persuade.

TASK TIP EX:1 Advertising aims to persuade, using a mixture of the following devices:

- imperative verbs
- Questions
- Exclamations
- Cliches
- short/non-sentences
- repetition
- superlatives and intensifiers
- personal pronouns you, we and our
- evocative/emotive adjectives
- alliterative phrases
- rhyme/assonance
- statistics.

These stylistic features make the text as easy as possible to read, understand and remember. They attract the reader to the offered product by making it sound an exciting and desirable thing to own or to do. The content of the material is entirely positive, and usually begins with an attention-catching device, followed by evidence and details to support the initial claim. These devices can be used in all types of persuasive writing.

What is a letter?

A letter is a written message that can be handwritten or printed on paper.

A formal letter is a letter, written in formal language, in the stipulated format, for official purpose.

A letter written in an friendly manner, to someone you are familiar with, is called informal letter.

	Formal	Informal
Opening formula	Dear Mr./ Mrs+surname Dear Sir or Madam	Hello/ Hi+name Dear+name Hi there!
Starting your letter& email	-Thank you for your letter/ email about... -Many thanks for your letter/ email -I'm writing to your request information about/ inform you about/ complain about, ... -I am writing with reference to your letter. - I would like to offer congratulations on...	-Thanks for your letter/ email. Thanks for writing to me. It was great to hear from you again. -I'm writing to tell you about... -Guess what? -How are you things with you? What's up?, How are you?, How was your holiday? -I'm sorry, I haven't written for a while...
Final remarks	I look forward to hear from you without delay. I look forward to meeting you. I hope to hear from you at your earliest convenience.	Hope to hear from you soon. Looking forward to seeing you/ hearing from you. I can't wait to meet up soon. Write back soon.
Closing formula	If you start with "Dear Sir or Madam", finish with "Yours faithfully". -If you start with "Dear Mr/ Mrs... ", finish with "Yours sincerely"	Best wishes. Love. All the best Hugs

Formal letters, whose aim is usually to persuade, have the following format, which you would use when writing for official or business purposes, or to someone whom you have never met.

Formal letters differ from informal letters in **register** and in having a clear and conventional structure: usually one paragraph per section, although the middle section can extend over two or three paragraphs. The tone of a formal letter is impersonal and polite - even when complaining - and the expression is formal and mature (i.e. using complex sentences and without contractions, abbreviations or **colloquialisms**). It is not necessary to date or give addresses in letters during an assessment, though these would be essential for a real letter.

Informal letters, emails and blogs tend to contain **contractions** (e.g. can't, OK], **abbreviations** (e.g. uni, probs), **phonetic** spelling (e.g. hillites, kwik) and **colloquial** expressions (e.g. no way, bonkers) as if the writer is speaking aloud to the recipient, with whom he or she has a relationship. It is not appropriate to be this casual in many situations. Even if you are asked to write a letter to a relative, it is better to avoid **slang**, **jargon** or **non-sentences**, and to write in paragraphs, as you need to demonstrate that you can write accurate and standard English.

Informal letters

Ex: Write an informal letter or email of about 300 words to a friend to suggest that you both go on one of the trips. (Pretend it is in your own country.)

- Give a summary of the factual information.
- Give your impression of the company.
- Give reasons why it would be a good idea to go on such a trip.
- Say which of the trips sounds most attractive and why.

19 Aetos Street
Kifissia
Greece

Example of letter text

Kyriakos Kyriakou
General Manager
Aegean Aviation
Kato Trimithia
16th Feb 2018

Dear Mr. Kyriakou,

I am writing to you, as the owner of Aegean Aviation flying school, to report a dangerous situation which occurred yesterday. I am a member of the club and have been taking regular flying lessons, weather permitting, for the last four months, with your instructor, Lucas Antoniou. I have recently flown solo for the first time and I was practicing circuits yesterday morning. On my fourth approach, I was shocked when another aircraft cut in front of me, dangerously close, when I was only 100 feet above the ground. I nearly collided with the other aircraft and had great difficulty in retaining control of plane, but did manage to perform a go-around and subsequently land safely.

I immediately went up to the control tower to report the near-miss but the on-duty controller admitted that he had been talking to someone at the time and had not witnessed the event. I then spoke to my instructor, who had been in his office and had also not seen what happened.

Despite my shock I was able to identify the aircraft involved as another machine belonging to the flying club, and I established that it was being flown by another of your instructors, Andreas Panayiotou, at the time.

Although it seems that no third party saw what happened, I am in no doubt that Mr. Panayiotou was flying dangerously and with disregard for the safety of other pilots. I therefore urge you to speak to Mr. Panayiotou, give him a warning about his dangerous conduct, and ask him to apologise to me. Otherwise, I shall have no option but to report the incident to the aviation authorities, which would formally investigate the failures of your club.

I look forward to hearing from you soon.

Yours sincerely,

Yiannis Georgiou

TRY
YOUR
BEST

