

Exploring Persuasive Media in the Tourist Industry

After reviewing the course notes on visual rhetoric and persuasive language explored earlier in the term, complete the following group deconstruction of print advertisement :

ADVERTISEMENT #1:



Text reads: "Himachal welcomes visitors with lofty mountains, amazing lakes, and unexplored natural beauty. Nature and adventure come alive to sweep visitors away to a mesmerizing, intriguing world. Go back [home] relaxed and revived and of course with lots of happy memories"

ADVERTISEMENT #2



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ADVERTISEMENT #3:



TASK: FOR YOUR ASSIGNED ADVERTISEMENT, COMPLETE THE FOLLOWING QUESTIONS

Complete short answer questions on travel advertising

- Who is the target audience?
- What is the purpose of the advertisement?
- What is the catchphrase, slogan or logo?
- What *action* are you able to take in order to access the advertised product/service?
- Identify language techniques used to make it persuasive and explain why it is effective.
- Describe a visual image in the advertisement. Identify a technique. What effect is it designed to have?
- Describe the layout: what makes it effective or not effective?
- How does this differ from the other advertisements in order to make it unique to a specific target audience?

Multimodal literacy: After you completed your print advertisement analysis, complete the following activities independently:

View and compare travel advertisements from different sources:

- students to view the suggested Qantas television advertisement
https://www.youtube.com/watch?time_continue=4&v=9196sg7OQLY
- students to view the suggested tourism Phillipines advertisement:
<https://www.youtube.com/watch?v=A3xeB4-qv8I>

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TASK: Answer all of the following questions for the advertisements you just watched.

1. Discuss AND record the similarities and differences in purpose for each advertisement.
2. What don't you learn about travelling?
3. What experiences of travelling are promoted?
4. Who is the target audience? What makes you choose this age, gender, culture, etc?
5. Choose one advertisement and prepare a response that identifies and defends the use of effective film techniques to persuade the target audience and to sell the location or product.
6. Discuss: Can you rely solely on information provided in a travel advertisement or do you need other information to be a safe and happy traveller?
7. Read the information on the following website: [Truth in Advertising](#)
8. Is there anything in the advertisement you analysed that is misleading or deceptive?