

Year 9 Commercial Studies Worksheet 5:

Paragraph Writing

Advertisement

**"The more informative your advertising, the more persuasive it will be." –
*David Ogilvy***

With reference to the above statement:

- define advertisement
- explain one advantage of advertisement
- differentiate between persuasive and informative advertisement.

(Note: Write this paragraph in your activity book. The length of the paragraph should be between 75 to 100 words.)

(5 marks)