Features of Advertisement

* They contain a mix of facts and persuasive comment.
* They focus on the positive and ignore the negative.
* They use exaggerated language, full of adjectives and adverbs to paint an appealing picture.
* They start sentences with the imperative.
* They use memorable images and slogans.
* They ask rhetorical questions (questions with very obvious answers and for which an answer is not expected e.g. would you like the best toy in the world?
* The purpose is to convince the reader to but their product.

Features of an Advert

There are multiple features that an advert needs to make it a good one and one that people will enjoy, some of these features include:

* It should be simple.
* It should stick in people's minds.
* It should be suggestive.
* It should hold people's attention.