

Student's Name

Professor's Name

Course

Date

Plain Folks

Plain folk is an argument that tends to represent the main agenda. It plays where the contributor tries to understand the listener's concern. About advertisement, the advertiser makes the content cover a broader perspective which in real sense does not exist. The primary objective is to attract the attention of the readers of the magazine. It uses the characteristics employed in a propaganda hence assumed as a form of propaganda. Therefore, the advertiser portrays a picture that captures the expectations of the targeted customer. In other words, the speaker pretends to be in the shoes of the listener and deliver the content as expected. Additionally, the advertiser considers the experience of the listener hence empathizes with his concerns. Through the statements made and the assurance, the audience gains trust that comes with a comfort. There is surely that the advert does not mislead and the information therein reflects the accurate and fair view of the products and services.

Through the experience the speaker has towards the listener, in most cases, he is skeptical about the requirements of the listeners hence knows what to disclose. The persuasive technique paints a picture to the customer and creates a desire to deal with the products or services. Many companies prefer using the method to advertise their company activities. It covers more of public relations hence the language employed must be persuasive. The most important part is that the

technique describes the entire events and is affordable as compared to other methods used in the magazines. Short sentences describe the real image of the actions hence reaching a large population. Nevertheless, the persuasive language is significant in maintaining and creating new traffic.

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