**Answers of the highlighted comments**

As far as the language is concerned, I preferred using simple English so that individuals with varying ethnic backgrounds could comprehend it easily. For the audience who desire *change;* I used attractive title to galvanize their inner resolutioner. Using the party logo was the best possible demonstration of ethos as it would enhance the credibility of information through linking it with the rational, authentic and valid piece of reference; making it more persuasive for the ones who provide rational grounds to their decision making rather than the emotional ones. As political agendas are always based on rationality and logic; hence ethos technique would be used to serve the purpose. As sub headings, I highlighted the key objectives of the Party, through which people can come to know how the Labor Party is focused on bringing change in Australia, while having look on all matters associated with the lives of Australians.

I used multiple font styles, colour, text boxes, and visuals to attract the people having different interests. I utilized the psychological facts for making the vision more attractive; bold and larger sized fonts grab audience’s attention more than the smaller and simple ones. Likewise, colorful fonts and pictures add visual meaning to the conceptual information presented in written form. Hence, combination of these techniques would bring more effective results in terms of reader’s attention even without minimal utilization of words. A bulk of psychological literature is evident that colourful and novel stimulus renders successful in drawing audience interest through eliminating the elements of boredom and monotony and making their eyes to perceive something unique.

I used convincing text in the advertisement with the highlights of what the Labor Party aims to do for the Australians. For example, *ethos* was used as a persuasive strategy in which the logo and objectives of the Labor Party were presented in an attractive manner. According to Aristotle, when any credible figure, object or event is presented as reference tool to convey some message; it becomes more valid and authentic information for them. When it becomes authentic, more individuals allow it to modify their preexisting set of cognitive schemas or thinking patterns. This alteration in thinking patterns is the key factor in estimating the extent of behavioural change. This is what we call revolution at public level. Hence, using the Party logo and objectives as a basis to convey the message in advertisement will not only make the advertisement effective but also produce constructive changes initially at micro level.

While developing the advertisement, I focused to use the effective words such as words highlighting the significance of change, striking audience’s interests and their future apperceptions. For example, individuals who do not possess appropriate income resources and suffer chronic health issues at the same time will undoubtedly find the Medicaid objectives highly captivating. For the youngsters who are worried about the pessimist future of earth and want to mitigate the climate change would seek satisfaction through reading the problem objective indicating the same issue. This is how I used effective words and phrases as thought provoking agents.

Shaping of words helped me to reflect Party’s objectives and positive concerns to bring change in the country. This is because the first step in learning is attention. Attention allows individual to pay close focus on the minute and apparently trivial details of the picture. If an individual maintains its attention for a particular time, it is saved in his short term memory. As mentioned above, shape, colour, size and transition of the fonts play huge role for captivating audience interest who are looking for change. I used bold and warm colour fonts to make the message more attention- seeking.