

## **Abstract**

This article seeks to demonstrate that advertisements are synonymous with drama in that they are dramatic stories played by characters. It is argued that in the process of selling products, services or ideas, advertisements make use of various elements of drama to persuade potential customers. Advertisers can persuade potential customers either through rational or emotional means. Rational advertisements which are also known as argument advertisements taps into consumers thinking side meaning to say that they do not sell the products, services or ideas but they tell potential customers about the benefits of the products, services or ideas and why they should possess them. On the other hand, advertisers can persuade viewers to buy the products or services on offer through emotional means. Emotional advertising which is popularly known as drama advertising plays with consumers' feeling side. The aim of emotional advertisements is not to tell consumers' about the products as in the rational type advertisements, but to show consumers the benefits of the products, services or ideas through drama. While rational advertising relies on consumers' thinking side, emotional advertising, on the other hand, relies on the involvement of consumers' with the characters and the relevance of the story to consumers.