How does the ability to manipulate language give you power?

Think of 5 reasons

1.

2.

3.

4.

5.
Obama's Convention Speech
https://www.youtube.com/watch?v=OFPwDe22CoY

Wear Sunscreen...
https://www.youtube.com/watch?v=sTJ7AzBIJoI

Charlie Chaplin
https://www.youtube.com/watch?v=WibmesEGLKo

Hitler's speeches
https://www.youtube.com/watch?v=DFNUdCtMXWE
Complete the crossword with the ones that you know already. Don't worry if you don't know some of them...You will by the end!

Stick the crossword in under your date and title.
Learning Objectives:

To identify a range of different persuasive techniques and understand their effect.

To create an effective persuasive text that would persuade an audience.

**The Bigger Picture**

We need to develop our understanding of persuasive techniques so that we can see how the pigs operate…
You can be persuasive by using PREFLEG!

- Personal story
- Rhetorical question — makes audience think about topic
- Motive language
- Facts & figures
- List of three
- Exaggeration
- Give examples

What is the effect of each of your techniques on the audience?
Add examples from these pieces of propaganda next to your list.
At the back of your book, **design your own propaganda poster** supporting one of the groups in Animal Farm.

**Remember:**
- Use as many of the persuasive PREFLEG techniques to create your design.

<table>
<thead>
<tr>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Napoleon</td>
<td>Snowball</td>
<td>Mr Jones</td>
</tr>
</tbody>
</table>
Plenary  
Which Pic?

Which picture matches your learning today? Be ready to explain why...