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Activity: Media

Persuasive language

Learning objective

At the end of this activity you should be able to:

- identify persuasive language and how it can be used in a campaign.

Working in pairs:

1. Watch Barack Obama's speech in the clip. Using the list of persuasive language techniques on pages 68-69, note down any examples of the different types of persuasive language he uses to engage his audience.

<https://www.youtube.com/watch?v=kVyDi-iwuNY>

Working on your own:

2. Write some text for your campaign (e.g. for a leaflet, poster, press advert etc.), making use of several different types of persuasive language. Use the link below for further help and advice on persuasive language.

https://www.teachingideas.co.uk/sites/default/files/thepersuasivewritingpack_0.pdf