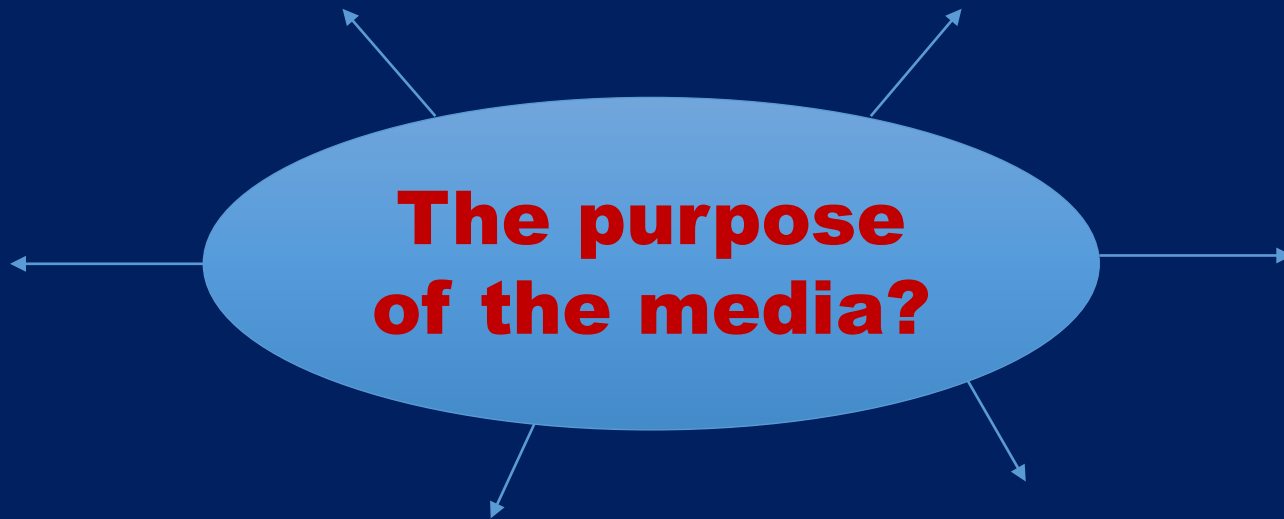


## Lesson 1

**L.O.** To identify and discuss examples of persuasion in the real world

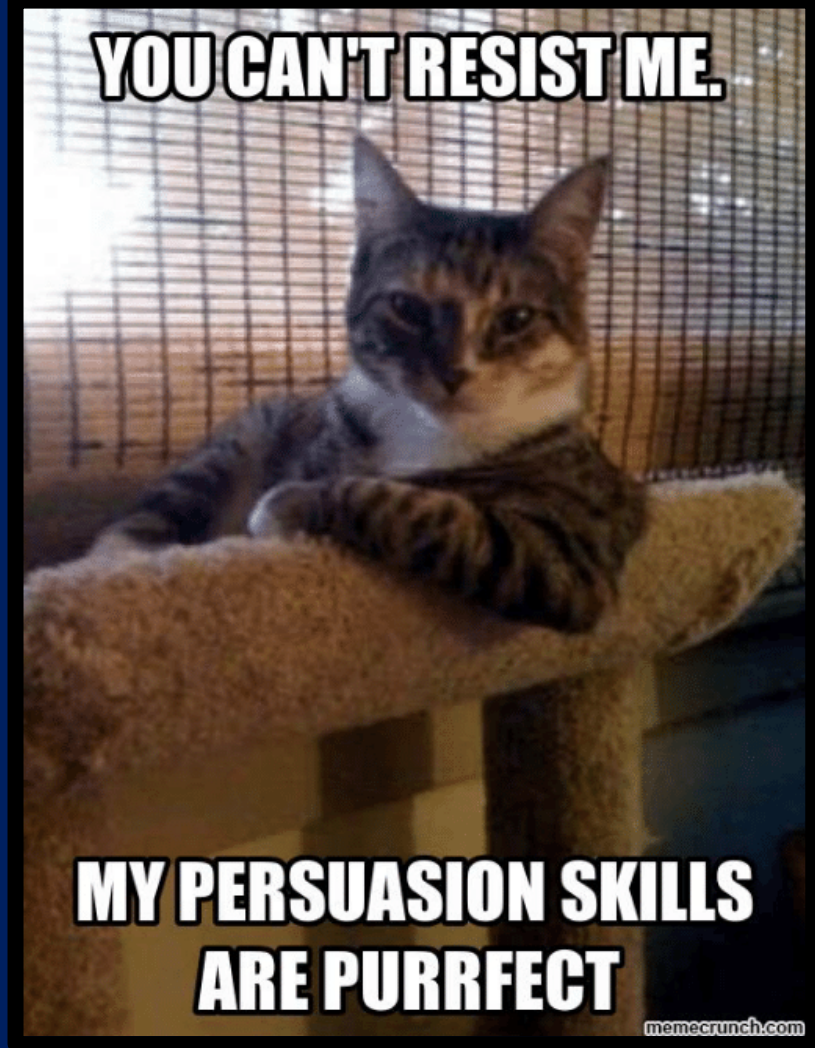


**Starter:** In your book, start a mindmap based on the prompt above. We will add to it during our discussion.

## Activity 1

**To do:** Discuss the question below as a table group. Then jot down what you have come up with. (Bullet points are fine—just write the question first as a sub-heading.)

**In a typical day, how are people influenced by the power of persuasion?**



**Look at the pictures below.**



**What do they suggest  
about persuasion?**

## Activity 2: Definitions

### To do:

1. All of you must complete the following steps for the words in the '**ALL**' category. Some of you will also do the same for the words in the '**SOME**' category.
2. Write the word in your book.
3. Look up the definition.
4. Write the definition beside the word (preferably in your own words).

### **ALL**

- **Biased**
- **Balanced**
- **Objective**
- **Subjective**

### **SOME**

- **Conservative**
- **Progressive**

**8 minutes**



## **Activity 3: The Media in Action**

**Let's watch a section of this video to discuss the power of the media.**

## **Activity 4: Persuasion at play**

### **TO DO:**

- 1. Quickly glue the handout neatly in your book.**
- 2. In the time that is left during this lesson, complete the answers for as many of these activities as you can.**
- 3. Start with the advertisement that interests you the most.**
- 4. Write the answers in your book. You do not need to write down the questions, but make sure you clearly number your work.**