

The Art of Persuasion 01

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Advertisers are constantly trying to persuade us to purchase items that we don't really need. We are encouraged to buy by their art of persuasion.

The following cards provide the names of some pretty useless products. Working in pairs, pupils have to persuade their classmates of the merits of their product and why they should purchase it.

This lesson could be integrated with an SPHE lesson on advertising – it would be useful in advance of this drama lesson to have a discussion with the class about what makes us want to buy something. What ploys do advertisers use that persuade us to part with our money? Use of strong images? Catchy music? Celebrity endorsement? Use of humour? Look at advertisements from television, newspapers, magazine and online and try to analyse what makes them appealing.

The pairs of pupils have to come up with a number of persuasive arguments for their product. They need to be as creative and inventive as they can be in order to persuade their classmates.

The pair of pupils then presents their arguments to the class as to why they should buy the product. This will take some planning as to which arguments each one is going to present. Teamwork, good presentation skills and persuasive arguments will be the key to a good presentation.

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The emphasis should be on the scenario being as close to reality as possible. Pupils have to be convinced that the products they are promoting are real products and that the class are real customers.

Pupils need to be reminded that you want to hear them speak as they act out the scenario, so it will not work if they laugh their way through the presentation. The aim of the presentation should be on fluency of speech, conviction of the argument and the ability to “think on your feet” in reacting to the other person.

FOLLOW-UP

This could be further developed by making this lesson into a group improvisation. A group could be given one of the products in this pack and asked to create an advertising package for the product. This could include:

- A street poster
- A radio jingle
- A newspaper advert
- A television advert (where pupils act out a scene promoting the product- this will have to be scripted)
- Create a video advertising the product
- Any other ideas the pupils come up with

Most of all, this lesson should be fun!

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1



You are promoting:

**The Toeless
Wellington
Boots**

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2



You are promoting:

**Wheeless
Cars**

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3



You are promoting:

**The Bicycle
With Square
Wheels**

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4



You are promoting:

**Hats With
Inbuilt
Spotlights**

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5



You are promoting:

**Helmets Made
From Recycled
Tyres**

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6



You are promoting:

**Tooth
Dye**

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7



You are promoting:

**Reusable
Shampoo**

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8



You are promoting:

**Washing Line
Car Roof
Rack**

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9



You are promoting:

**Solar
Powered
Pencils**

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10



You are promoting:

**The Two-
Person
Sweatshirt**

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11



You are promoting:

Butter Sticks

(a bit like a glue stick but it's for buttering bread)

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12



You are promoting:

Shoe Umbrellas

(for keeping shoes dry)

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13



You are promoting:

**Horse
Nappies**

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14



You are promoting:

**Shoes With
No Soles**

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15



You are promoting:

**The Portable
Freezer**

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16



You are promoting:

**Diet
Water**

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17



You are promoting:

The iPotty

(a child's potty with an iPad attached)

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18



You are promoting:

The Steering Wheel Laptop Tray

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19



You are promoting:

**Pre-Peeled
Bananas**

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20



You are promoting:

**The Ropeless
Skipping Rope**

(it has handles but no rope)