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| **Subject** | *Snake Oil* | | **Instructor** | | | Tim | |
| **Objectives** | * Trainees will be able to use rhetorical questions * Trainees will be able to use persuasive language | | | | | | |
| **Materials** | PPT, Snake Oil | **Teaching Methods** | Lecture, Board Game | **Lesson** | | | 17 |
| **Procedures** | **Activities** | | | | **Materials** | | |
| **Rhetorical Questions**  **(10 min)** | **Introduction**   * Trainees will learn what a rhetorical question is along with some common examples. * Trainees will learn why they are useful in rhetorical terms | | | | PPT | | |
| **Hypophora**  **(10 min)** | **Answering Your Own Questions**   * Hypophora is very similar to rhetorical questions and will also be analyzed. * Some famous examples will be discussed. | | | | PPT | | |
| **Snake Oil**  **(30 min)** | **Snake Oil**   * Trainees will learn about the history of snake oil salesmen. * Trainees will play “Snake Oil” * Each trainee will have to make and sell strange items in this game. * Trainees will have to use rhetorical questions, hypophora, and the other rhetorical devices we discussed in previous lessons to make convincing advertisements. | | | | Snake Oil Game | | |