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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
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| **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.
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 | 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  |