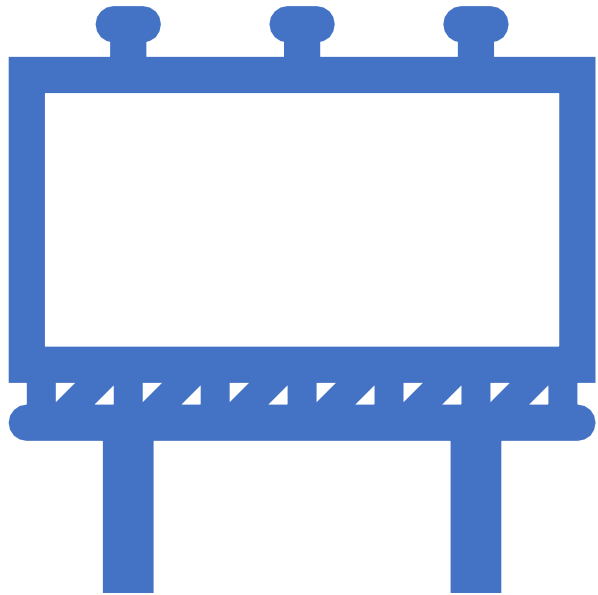




Slogans

# What is a slogan?



- A slogan is a short phrase, often used by companies to create a brand and sell a product.
- Just like a company logo, a slogan should be immediately recognizable to the audience.
- Slogans are often short, so that they are easier to remember.
- They will sometimes use word-play, rhymes or persuasive language to be more effective.

# Persuasive Language

- Alliteration: when words in a sentence all begin with the same letter/sound e.g. Reduce, Reuse, Recycle.
- Repetition e.g. Have a break, have a Kit-Kat.
- Rhyme e.g. Once you Pop, you can't Stop (Pringles).
- Rhetorical questions: a question that is asked without expecting an answer e.g. What's the worst that could happen? (Dr. Pepper)
- Simile: when one thing is compared to another, e.g. Float like a butterfly, sting like a bee.
- Inclusive language e.g. we, us, our.

# Persuasive Language

- Evidence: using facts and figures to make your argument stronger.
- Emotive language: language that provokes strong positive or negative emotions e.g. the greatest tragedy is indifference (Red Cross)
- Exaggeration e.g. The happiest place on Earth (Disneyland)
- Direct address: when the writer directly addresses the reader, often through the use of “you” or “your”, e.g. Have it your way (Burger King)
- Commands e.g. Just Do It (Nike)



[https://www.youtube.com/watch?v=NorA0Ksyb94&ab\\_channel=KITKAT](https://www.youtube.com/watch?v=NorA0Ksyb94&ab_channel=KITKAT)



[https://www.youtube.com/watch?v=gaDk97H\\_nuc&ab\\_channel=LidlGB](https://www.youtube.com/watch?v=gaDk97H_nuc&ab_channel=LidlGB)



[https://www.youtube.com/watch?v=rHYnGbqzrgs&ab\\_channel=Johnyrocks82](https://www.youtube.com/watch?v=rHYnGbqzrgs&ab_channel=Johnyrocks82)  
[locutor](#)





[https://www.youtube.com/watch?v=XfMZuKtOUNk&feature=emb\\_title&ab\\_channel=nikecorresp](https://www.youtube.com/watch?v=XfMZuKtOUNk&feature=emb_title&ab_channel=nikecorresp)



International Day for the Elimination of  
**Violence Against Women**

25 November





[https://www.youtube.com/watch?v=W\\_ZPHPutN-c&t=16s&ab\\_channel=UNWomen](https://www.youtube.com/watch?v=W_ZPHPutN-c&t=16s&ab_channel=UNWomen)



NO SILENCE, **NO VIOLENCE.**  
**SPEAK UP!**

*25th of November*

Together, united we stand to  
eliminate violence against women.

A woman with dark hair is shown from the chest up, covering her mouth with both hands. She has a look of fear or distress. The background is dark and blurry. The text is overlaid on this image.

# SILENCE HIDES VIOLENCE

SPEAK AGAINST DOMESTIC VIOLENCE NOW



**REFUSE ABUSE!**

**VIOLENCE AGAINST WOMEN**  
**LET'S STOP IT**  
**AT THE START**





# Facts and Figures (UN and World Bank)

- Globally, 35 per cent of women have ever experienced physical and/or sexual intimate partner violence, or sexual violence by a non-partner.
- 137 women are killed by a member of their family every day.
- Globally, as many as 38% of murders of women are committed by an intimate partner.
- Adult women account for nearly half (49 per cent) of all human trafficking victims detected globally.
- In 2019, one in five women, aged 20–24 years, were married before the age of 18.
- One in 10 women in the European Union report having experienced cyber-harassment since the age of 15.



# Create a Slogan about Gender- Based Violence

- Use the information we have discussed today to try and create your own slogan for the International Day for the Elimination of Violence Against Women.
- You could try to use some persuasive language techniques in your slogan.
- Remember it should be short and convey a message to the audience.