

How to Analyze Persuasive Materials?

Before dividing the students into groups, teachers will demonstrate the analysis process using three posters.

(Note: If you have not shown your students the “[Analyzing Election Posters](#)” presentation, you may want to begin the lesson with it.

a) For the 1:1 computer classroom conduct the lesson on [Pear Deck](#).

Pear Deck allows teachers in a 1:1 computer classroom to conduct a lesson in which all students actively participate.

Click [here](#) for more information about Pear Deck.

Students answer questions that allow them to analyze various types of posters. They then share these answers with the class, which leads to a discussion led by the teacher.

b) For classrooms without computers

Make copies of the posters attached below.

Explanations of each poster are on the worksheet.

After showing each poster, ask the students the following questions:

1. What adjectives describe your impression of the poster?
2. What is the poster’s message?
3. Which design elements help to convey the poster’s message?
What do they represent?
4. On a scale of 1 to 10 (with 1 being not effective at all and 10 being extremely effective), how effective is the poster?

Following is a short explanation of the three posters:

1. “For Reliable Leadership”

This is an election poster issued by the Mapai party for the 1955 Israeli elections. The poster features a large photograph of David Ben-Gurion staring off to the right. He has a serious and pensive look on his face and his white, wispy hair figures prominently in the photograph. The bottom third of the poster has a blue background with white letters – colors that are reminiscent of the national flag. On the left-hand side is a large *aleph*, the letter which represented Mapai in the ballot. The text reads “For Reliable Leadership,” suggesting that the country needs a strong, trusted leader like David Ben-Gurion, Israel’s founding father.

2. “Let My People Go”

This is a poster published by the Council of Youth Movements in Israel on behalf of Jews living in the USSR. Jews around the world worked for the release of Jews living in the USSR from the 1960s until the fall of the Soviet Union in 1991. The red poster – red symbolizing the Soviet Union and communism – bears the slogan of the Soviet Jewry movement with “Let My People Go” written in large, white letters. At the center of the poster is a picture of a screaming man surrounded by a black barbed wire fence. Half of the man’s face is visible, while the other half is in darkness. Jews who wished to leave the Soviet Union but were denied permission were commonly called Refuseniks or Prisoners of Conscience; the barbed wire expresses their reality of the Soviet Union as a prison. The slogan, “Let My People Go” is a quote from the book of Exodus said by Moses when he approached Pharaoh, demanding that the Jews be allowed to leave Egypt.

3. “Strength and Health in Citrus”

This poster, published by the Citrus Marketing Board of Israel, is advocating citrus fruit for the promotion of strength and good health. The Citrus Marketing Board is the oldest agricultural marketing council in Israel. Established in 1927, its role was to regulate the production and marketing of citrus fruit in order to ensure proper compensation for the country and its economic interests.

For Reliable Leadership, Mapai, 1955



Translation:
For Reliable Leadership
"Aleph"

Let My People Go



Translation:
Let My People Go
Council of Youth Movements in Israel

Health and Strength in Citrus Fruit



Translation:
Health and Strength in Citrus Fruit
The Citrus Marketing Board of Israel