

L3 DELIVER A SPEECH OR PRESENTATION

English level 3/7 – Internal 90725
 Construct and deliver an oral presentation

Suggestions for ‘construct and deliver an oral presentation’ based on the battery hen topic:

The language of advertising.

(Say It On Words)

Key questions (examples)

- How does the marketing/advertising of eggs portray the product? What does it say and not say?
- What kinds of language do animal advocacy organisations such as SAFE, People for the Ethical Treatment of Animals (PETA) and Royal Society for the Prevention of Cruelty to Animals (RSPCA) use to portray battery egg production?
- Compare the advertising techniques used by egg producers and animal rights and welfare organisations.



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