

DAY BY DAY BREAKDOWN AT A GLANCE				
Day	Week one	Week two	Week three	Week four
Reference throughout	What is language? (There is no such thing as a 'private' language) Rhetoric & persuasion omissions & assertions The manipulation of facts, messages from the media. The violence of indifference, Point of view. & the evolution of personal codes - Jon Ronson <i>Them: Adventures with Extremists</i> (See http://www.jonronson.com/them.html) - Ian Banks <i>The Wasp Factory</i>			
MONDAY <i>The language/s of persuasion</i>	Analysis of Classic print adverts; contemporary digital/viral story telling. Comparison of relative & shifting significance of USP/ ESP. Relation to viewer/ reader; application to viral video ads	- The language of conspiracy theorists Emotional manipulation Pronouns & rhetorical strategies 'A picture is worth a thousand words' but can it be trusted – The practice of Breitbart & the place for satire & irony in a visual world.	'Lies, Damned Lies & Statistics' Fake news & its impact on the democratic process Fake arguments, the status of proofs	Developing a group mentality: Internet grooming & scare stories; trolling Film about grooming (5 minute) <i>Kayleigh's Love Story</i> https://leics.police.uk/categories/kayleighs-love-story-film
TUESDAY <i>The keys to writing</i>	1. Grammar, sentence, paragraphs 2. Analysis of small sections of set texts 3. Proofreading 4. The value of letters: D & T	1. Grammar, sentence paragraphs 2. Analysis of small sections of set texts 3. Proofreading 4. Write a letter of complaint	5. Expression & mis/understanding 6. Analysis of small sections of set texts 7. Edit portfolio	DISCUSS WHOLE MODULE GROUP DISCUSSION OF PROJECT
THURSDAY <i>Literary examples</i>	Orwell 'In Defense of P.G. Wodehouse'; 'A Hanging'	Pope 'The Rape of the Lock' Swift 'A Modest Proposal'	Jon Ronson, 'Beset by lizards' (extract from <i>Them: Adventures with Extremists</i>)	WORK ON PROJECTS
FRIDAY <i>Case studies</i>	1. Selected advertising: text 2. Selected advertising: image 3. Selected advertising: video	eg 1. David Icke, 2. moon landings, 3. climate change denial; 4. Alex Jones (InfoWars) assertion that the Sandy Hook massacre was "synthetic, completely fake with actors"; 5. Obama Birther conspiracy	1. Vaccination refusal (MMR & autism, Measles); 2. refusal of standard medicine AIDS in South Africa 3. shifting 'traditional views': Albinos & Bald men; FGM in Indonesia & The Gambia 4. Food scare stories: Plastic rice	WORK ON PROJECTS