



Aristotle's FIVE points to persuade

JAMIE OLIVER - Teach every child about food **TED**2010
http://www.ted.com/talks/jamie_oliver.html

Jamie Oliver's Passionate case for an all-out assault on our ignorance of food, has many points that correspond to Aristotle's approach to persuasion. Here are a few.

ONE

Create a **STORY** that arouses the audiences interest.

"Sadly in the next 18 minutes when I do our chat 4 Americans that are alive, will be dead through the food that they eat."

TWO

Raise a **PROBLEM** that has to be solved.

"The adults of the last four generations have blessed our children with the destiny of a shorter life span than their children."

THREE

Offer a **SOLUTION** to the problem raised.

"We've got to start teaching our kids about food in our schools. Period."

FOUR

Describe the **BENEFITS** for adopting the course of action.

"It's profoundly important that every single American child leaves school knowing how to cook ten recipes that will save their life."

"You're cleverer if you eat well, live longer."

FIVE

State a call to **ACTION**. What do you want your audience to do?

"I wish for everyone to help create a strong, sustainable movement to educate every child about food, inspire families to cook again and empower people everywhere to fight obesity."