

The Art Of Persuasion

How Art Made The World (Vol. 1)

Directions: Pay attention to the following video clip. The questions below are in sequence with the content delivered from the film clip.

1. This film clip begins with an American president whose presidential advisors used “art” to “persuade” the American public to vote for him. Who was he?

2. What “techniques” were employed on this president’s stage.

(check off **ALL** that apply)

He walked alone

His stage was slightly higher than the people around him

His stage was marked with the symbols of his leadership

His family followed him onto the stage

3. The biggest prehistoric monument in Europe is S_____ H_____.

4. The burial site discovered near #3 was of a man dating back

(check off **one** below)

10,000 years ago

1,000,000 years ago

4,500 years ago

100 years ago

400 years ago

5. What archeologists found was the richest grave in continental Europe. Of the hundreds of items found within the grave they found something(s) that were the most special. What were they?

6. So whose grave was this? Where did he come from? C_____ E_____



7. This person discovered something that we take for granted, “Art, as personal adornment, enhances your status. It lifts you above your P_____.” He would be Europe’s first king to exploit this trait!
8. As kingdoms got bigger, kings had a particular problem. Their subjects simply couldn’t see their king. King D_____ the Great took over and controlled the world’s first empire, Persepolis (in Iran) 2,500 years ago.
9. How did #8 communicate his message of peace to the million people under his power especially since very few people knew how to read and there were dozens of different languages? Discuss this “staircase” within your group and clearly write it down below:

10. Number 8 also had a carved “political poster” high above for all to see. He is seen holding a bow. What did the “bow” or the symbol of an archer signify to all Persians?

(check off **ALL** that apply)

- military prowess
- wisdom
- leadership
- balance
- control
- speed

11. This king created the first political L_____
12. Who defeated #8 ? _____
13. Luckily, his father’s tomb was miraculously left untouched. Inside was a treasure trove. Apart from all of the gold that was around the tomb something small and almost inconspicuous was found. One important face emerged from the tiny bits that were found. They were looking at the face of _____ and it was the earliest representation of him. This was also the birth of the political P_____.



14. What was the significance of this mosaic/"political poster"? Discuss this within your group and write a clear but simple explanation on the lines below.



15. A scientific experiment was used to determine which was a more effective political tool, the logo or the face? Which won?

16. How did #12 circulate his winning political tool? _____

17. Art was first used to tell a political lie in:

(check off **one** below)

America

Africa

Asia

Australia

Rome

18. The two main groups that divided the #17 empire were:

(check off **TWO** that apply)

Republicans

Monarchists

Democrats

Liberals

19. Augustus had to reinvent himself to make himself attractive to both parties. Beyond the statue of his face he had to create another statue (below) that would later bring peace to #17 but led to sinister consequences. He used images to manipulate people by making them believe he was handing over authority his authority to them when in fact he acted like a D_____ wiping out all opposition.



20. The leaders of the past used paint and M_____ and today's politicians use D_____ T_____.