

Appendix C: Examples of materials to persuade us do believe or do something

Examples of persuasive pictures

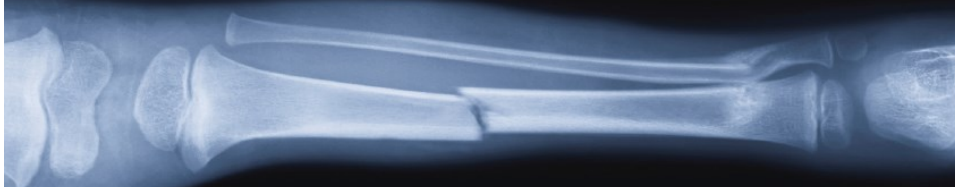


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FIND OUT MORE

ETFFOUNDATION.CO.UK/PROFESSIONAL-DEVELOPMENT/SAFEGUARDING-PREVENT/

NEXT TIME, THEY'LL CUT TO THE BONE.



THE NHS CAN'T AFFORD THE TORY CUTS PLAN

A portrait of David Cameron, the then Prime Minister of the United Kingdom, looking directly at the camera.

We can't go on like this.
I'll cut the deficit, not the NHS.

YEAR FOR CHANGE

Read our plan for change at conservatives.com

26 million people
in Europe are
looking for work.

And whose jobs
are they after?

A close-up photograph of a hand with the index finger pointing directly at the viewer, creating a sense of accusation or challenge.

TAKE BACK
CONTROL OF
OUR COUNTRY

The UKIP logo, which consists of a yellow circle containing a stylized 'U' and 'K' with 'UKIP' written below it.

VOTE UKIP
22ND MAY

ukip.org