The essay is based around "The All New Don't Think of an Elephant" by George Lakoff. The essay is to be as close to 3,000 words as possible. The-ALL-NEW-Dont-Think-of-an-Elephant\_-K-George-Lakoff.pdf Essay Instructions: In the paper, you must discuss George Lakoff’s framing theory and use it to understand, interpret and contextualize Barack Obama’s Nelson Mandela lecture, delivered in in Johannesburg South Africa on July 18, 2018. The body of your essay should be double spaced. Begin your paper with a section entitled Introduction in which you outline your topic. This should be about 250 words long and include a clear thesis statement in which you present your position or argument. The thesis is not about whether you agree or disagree with what Obama says in his speech. Rather, it sets out how to interpret what Obama said using Lakoff’s framing theory. Next, in a section entitled Summary, identify Lakoff’s key ideas from "The All New Don’t Think of an Elephant" that you will use in your analysis of the speech. Don’t summarize the whole book–discuss only those ideas that are relevant to your analysis of the speech. A simple description of Lakoff’s key ideas is not enough! You must critically analyze them too, which requires additional thought and reflection. In this section you should include at least three additional academic, peer reviewed, sources that you consider relevant to your commentary on Lakoff’s ideas. Your Summary should be about 500 words long. Following this is the Discussion section, where you apply Lakoff’s key ideas to analyze and interpret Obama’s Mandela lecture in detail. It should be about 2,000 words long. Don’t merely summarize the speech. Rather, selectively draw material from the speech to demonstrate your thesis. The main body of your paper ends with a Conclusion section that should be about 250 words long. Your conclusion should not restate your Introduction. You should reinforce the importance of your key observations, outline promising areas for future research, and include any last reflections on the aptness of Lakoff’s theories. These reflections might include whether Lakoff’s ideas need to be modified or updated, and whether they are applicable to global politics.