

April 19th, 2011

Materials Needed:

- ☐ Composition Notebook
- ☐ Student Planner
- ☐ Homework
- ☐ 1 sheet of paper

Minutes

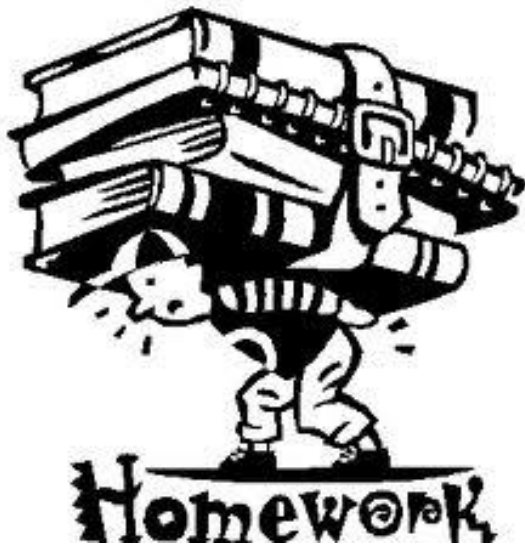
Activity

1	Turn in Homework
5 → 7	Warm Up
1	Argument / Persuasion SLM Concept 2
5	Notes: The Appeals
15 → 20	Watch / Analyze: Clips on Appeals
Remaining	Appeal Poster Project

- Today we'll be studying **the appeals**—that is how certain products or services appeal to different people.



Transition



Turn in
Homework

Warm Up (4.19.11)

Volume-O-Meter: 0 (Silence)

Time: 5 Minutes

Share-Out: Shoulder Partners / Lit. Cards

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1. Yesterday, we defined argument, persuasion, rhetoric, and what it means to be a critical reader. Briefly define all of these terms in your own words.
2. Now, tell me what makes an argument effective or ineffective to you...what kinds of techniques work on you specifically and which techniques do not?

Transition



Student
Planner

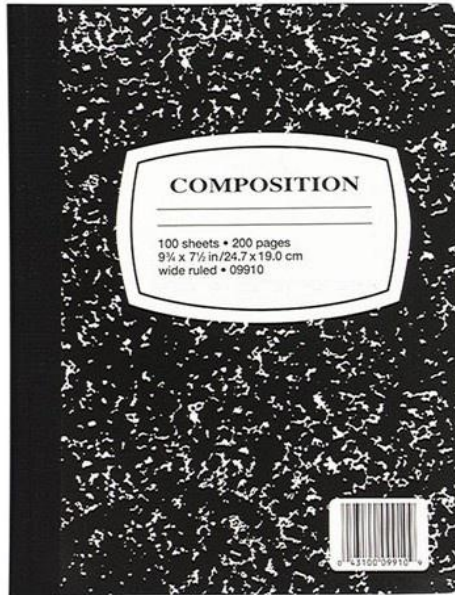
Homework Log

A S S I G N M E N T

Record in Student Planner:

Date Given	Assignment	Tier	Due Date
Tuesday, 4.19	• Finish Appeal Poster Project (on sheet of paper)	1	Wednesday, 4.20
Monday, 4.18	• Return <i>Memoirs of a Geisha</i>	N/A	Friday, 4.22

Transition



SLM

Unit Essential Question:
How can I have arguments with others and win?

Resources:
Bedford / Blair Reader, The Aims of Argument

Concept 1:
The Aims of Argument

1. What kind of argument and persuasion is required on the AICE Language exam?
2. What makes an argument effective and/or ineffective?

Vocabulary
Argument, persuasion, rhetoric, critical reading

Essays: *Cookies or Heroin*

Concept 2:
The Appeals

3. What are the appeals and how can I recognize them?

Vocabulary
Logos, ethos, pathos, theological

Essays:

Unit Essential Question:
How can I have arguments with others and win?

Resources:
Bedford / Blair Reader, The Aims of Argument

Concept 3:
Propaganda

Concept 4:
In Practice

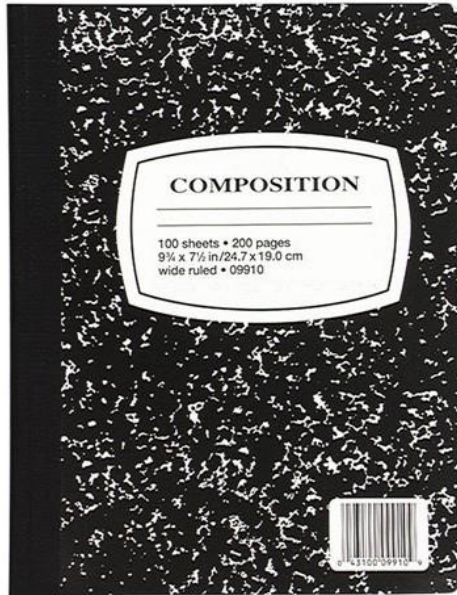
Vocabulary

Vocabulary

Essays:

Essays:

Transition



Notes

Logos

T A K E N O T E S

- Also known as Logic
- Persuades using facts, statistics, numbers, etc.
 - “It just makes sense!”
 - Case Study: *Geico*



Pathos

T A K E N O T E S

- Also known as Emotion
- Persuades using feelings of viewer/reader (happiness, anger, lust, frustration, etc.)
 - Case Study: Presidential candidates and babies



Ethos

T A K E N O T E S

- Also known as Ethics
- Persuades using feelings of right and wrong, good and evil, etc.
 - Case study: *Ethos* water
 - Helps children get clean, drinking water



Theological

T A K E N O T E S

- Sub-branch of Ethos
- Appeals to right vs. wrong in a **religious sense**
- Case study: *What Would Jesus Do?* (WWJD?)

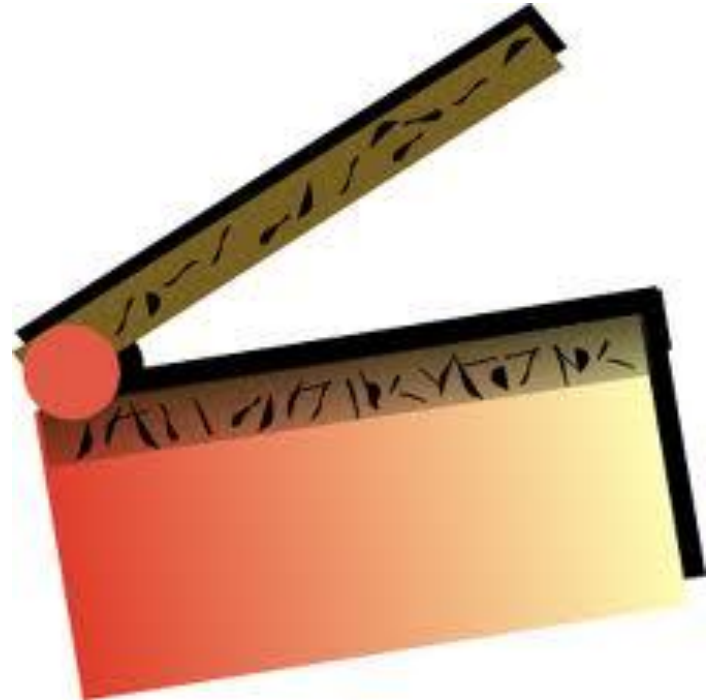


Clips on Appeals

ASSIGNMENT

Directions:

- ☐ Watch clip
- ☐ Analyze clip; look appeals—there are multiple appeals in each clip.
- ☐ Quick write for 3 minutes.



Appeal Poster Project

A S S I G N M E N T

Directions:

- ☐ On sheet of paper
- ☐ Use **2 out of the 4** appeals
- ☐ Make an advertisement for a product or service
 - ☐ Can be real or imaginary
- ☐ Color is optional, but preferred

