

April 28th, 2011

Materials Needed:

- ☐ Composition Notebook
- ☐ Student Planner

Minutes

10 → 15

3 → 5

1

1

15

20

Activity

1st period only: Laptop Test w/ Mrs. Slack

Warm Up

Homework

Argument & Persuasion SLM Concept 3

Notes: Propaganda Types

Watch: Clips on Propaganda

•**Bonus point** if everyone has out their notebook before the music ends!



Warm Up (4.28.11)

Volume-O-Meter: 0 (Silence)

Time: 3 Minutes

Share-Out: Shoulder Partners

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1. Pretend for a moment that someone in your class doesn't know how anything at all about persuasion or rhetoric. In 3-4 sentences, explain to them what you know about argument and rhetoric, as well as the methods that people use to persuade others.

Transition



Student
Planner

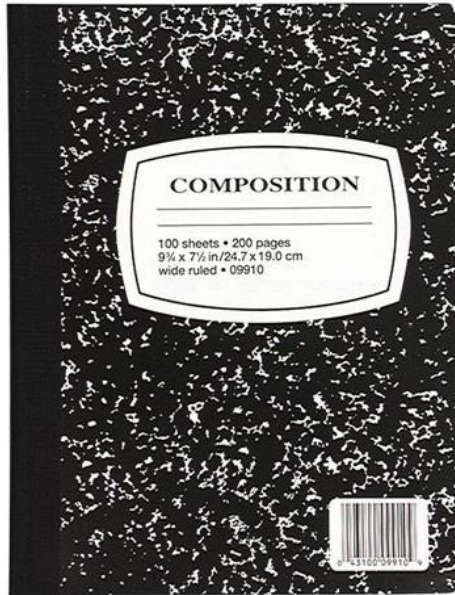
Homework Log

A S S I G N M E N T

Record in Student Planner:

Date Given	Assignment	Tier	Due Date
Thursday, 4.28	<ul style="list-style-type: none">• Study for Quiz• Will be on Clickers• Will cover notes from beginning of unit (Concept 1) to Appeals, Toulmin Method	N/A	Friday, 4.29

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?
4. How effective or ineffective is theological appeal?

Vocabulary
Logos, ethos, pathos, theological, euthanasia

Essays: ***Church Letter, Euthanasia articles***

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

Resources:
Bedford / Blair Reader, The Aims of Argument

Concept 3:
Propaganda

5. What is propaganda and how is it used?

Concept 4:
In Practice

- 7. How can I effectively use the appeals on my own writing?**
- 8. What is the easiest way to break down an argument for analysis?**

Vocabulary

Ad nauseam, beautiful people, cult of personality, transfer, scare tactic, bandwagon, testimonial, nostalgia

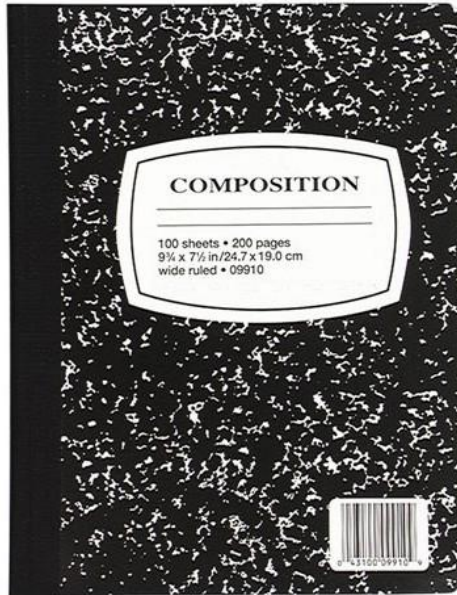
Vocabulary

The Toulmin Method

Essays:

Essays: *Too Much Pressure*

Transition



Notes

Propaganda

T A K E N O T E S

- A type of communication aimed at influencing its reader.
- Typically is pathos (emotional appeal)



Nostalgia

- The “good old days” are better than today



Scare Tactic

- A type of thinking that induces fear in you.
 - Scarcity: something in short supply



amazon

Show Offers

Bandwagon

- “If everyone is doing it, I should do it too!”



PHOTO: / ERIK O. GARDNER

Ad Nauseam

- A repeated word or phrase in an argument; to the point of “nausea”

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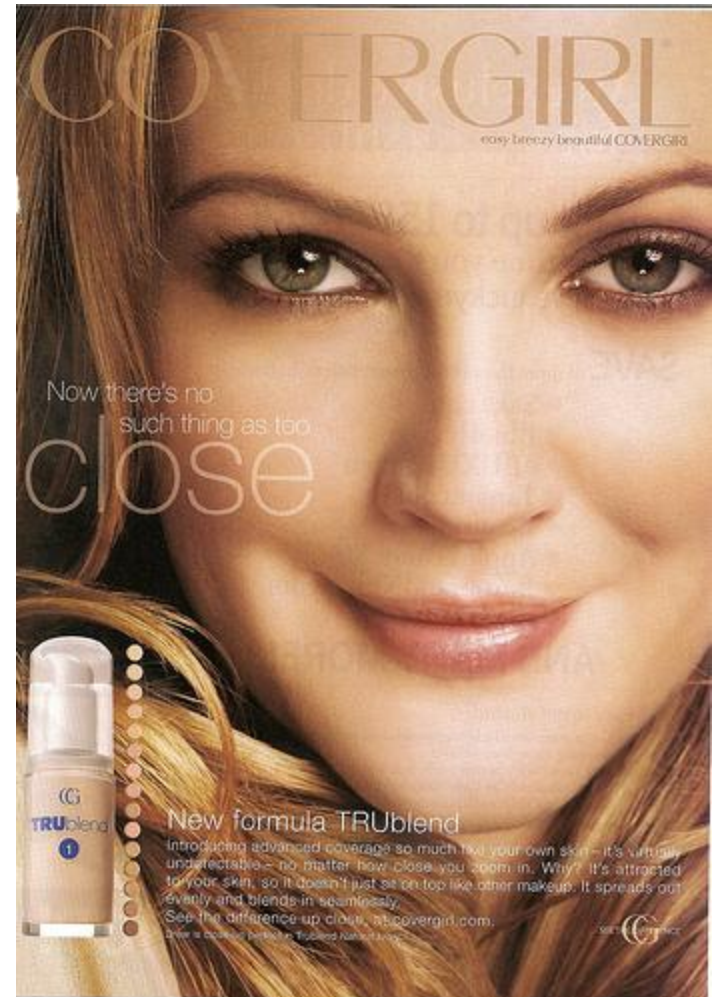
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Beautiful People

T A K E N O T E S

- Use of attractive people to sell a product or service
- People believe they will be beautiful too by using product



Cult of Personality

- When a normal person becomes a heroic ideal, often through flattery and praise



Testimonial

- Written or spoken endorsement of a product or service

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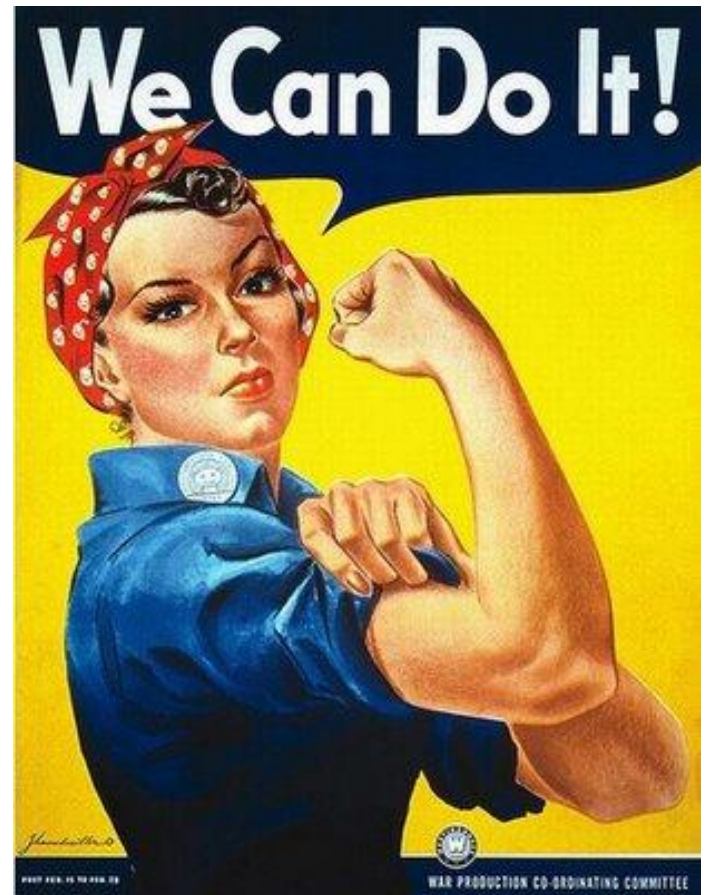
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Transfer

T A K E N O T E S

- Projecting positive or negative qualities on a person
- Often used on political candidates



Clips on Propaganda

A S S I G N M E N T

Directions:

- ☐ Watch and discuss!