

# Thursday, September 24, 2009



## Required Materials

- pen/pencil
- 3-ring binder
- 2 sheets of paper

## Announcements

- Remember, first come/first serve for turning in field trip money for the 12/2 field trip to the Gainesville Playhouse!
- Film Club viewing is CANCELLED this week!

## Agenda

1. Hand In Homework (first 30 sec)
2. Study for Quiz (1 min)
3. Quiz #2 (10-12 min)
4. The Red Chair Winner Is... (1 min)
5. Big Questions of the Week (1 min)
6. Notes: Author's Purpose, Bias, and Propaganda Techniques—nostalgia, scare tactic, bandwagon, testimonial, and “plainfolks” appeal (10min)
7. View: Infomercials featuring select propaganda techniques (30 min)
8. Read: *I Acknowledge Mine* + Author's Purpose Question (30 min)
9. Pass out Graded Papers (during reading)

# Hand in Homework!



- You have 30 seconds?
- Using your free homework pass? Write your name on a sheet of paper with today's date and put in box....hurry, you only have 25 seconds left!

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# Study for Quiz!



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- You have 1 minute until the quiz begins.
- Make sure your notes are in order for the past week.
  - ✦ Warm ups
  - ✦ Word of the Day
  - ✦ Notes
- There are 10 questions
- You will have 10 minutes for your quiz.

# The Red Chair Winner Is...



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# “Big Questions” For The Week



## B I G Q U E S T I O N S

- ✓ How can a Venn Diagram help me compare and contrast something?
- ✓ How can I get full credit on a short/extended response answer?
- ✓ How does our class review an FCA?
- ✓ What is cause and effect?
- ✓ How can I answer cause and effect questions on the FCAT?
- What is “author’s purpose”?
- What are bias and propaganda?

# Author's Purpose



- The reason for the author writing.

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# Author's Purpose



- The reason for the author writing.
  - ✦ Narrative = to tell a story; entertainment
  - ✦ Informational = present new information
  - ✦ Persuasive = to change the reader's mind

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# Bias



- Bias = the author's personal preference

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# Propaganda



- Propaganda = Techniques the author uses to influence how you think and feel about a subject.

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# Nostalgia



- The “good old days” are better than today; a return to simplicity.
- Usually, the 1950’s



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# Scare Tactic



- Puts fear into the viewer.
- Will there be enough?
- What will happen if I don't believe the author?



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# Testimonial



- Someone tells you to do something
- An “expert” or a celebrity



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# Plainfolks



- A specific type of testimonial:
- A “regular” person, who is like you, tells you to do something.



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# Bandwagon



- If everyone is doing it, you should do it too.



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# Infomercial Practice



- Infomercials are full of propaganda—they want you to buy their product and they are willing to do anything so you will buy it.

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# Infomercial Practice



- We will be watching a few infomercials for practice before reading how propaganda looks in a text.
- For each clip, you will write a Short Response answer that explains what type of propaganda the clip showed. Remember, 2 details from the text are needed.

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# Short Response Question



- What kind of propaganda technique was used in the clip? Support your answer by using details from the clip.

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# Let's Read!



- Handout → *I Acknowledge Mine*
  - ✦ Silent Reading
  - ✦ When done, answer the Extended Response question on the next slide.

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# Extended Response Question



- Why do you think the author wrote this passage? Support your answer with details from the text.
- If you are done early, feel free to grab a book from the bookshelf, do work from other classes, or see me at my desk for information about your Progress Report grade.

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