

Tuesday, December 8, 2009



Required Materials

1. Pen/pencil
2. 2 sheets of paper
 - Warm Up/Notes
 - Analyze Persuasive Appeal in Infomercials

Announcements

- N/A

Agenda

1. Word of the Day and Warm Up
2. Big Questions
3. SWYW Challenge Update
4. Reminder: Propaganda Techniques
5. Notes: Persuasive Appeals, Persuasive Triangle of Appeals
6. Practice:
 1. HSN Jewelry
 2. Christian Children's Fund
 3. Miracle Blade III w/ Chef Tony

12.08.2009 (5 min)



Timer

- WOD:

contemporary: to live in the same time period as something or someone (Mr. Hampton is a *contemporary* of Ms. Camp)

- Warm Up:

1. Make a sentence for the **Word of the Day** that shows the meaning of *contemporary*.

2. Everyday you see services (like house or car cleaning) or products (like food or technology) that can be purchased, either in real life or on television. How do you think people are convinced that they need to buy these products? Explain your answer in 2-3 sentences.

“Big Questions”



BIG QUESTIONS

Monday

- ✓ Why should/shouldn't I go to college?
- ✓ How can I make an iMovie project and get an 'A'?

Tuesday

- ❑ What are the differences between logical, emotional, and ethical appeal?
- ❑ What are the different types of propaganda?

Wednesday (Early Release)

- ❑ What is Mr. Hampton's Wiki Address and why should I check the website?

Thursday/Friday

- ❑ How can I make a persuasive brochure that sells a product or a service?

Current Standings



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Period	Number of Strikes	% HW Complete	Missing Materials
1	0	62%	1
2	0	69%	0
3	0	72%	0
4	0	77%	0
5	0	64%	0
6	0	70%	0

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
- CLIP WATCHED:
Pleasantville



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Scare Tactic



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- Puts fear into the viewer.
- Will there be enough?
- What will happen if I don't believe the author?
- **CLIP WATCHED:**
Brinks Home Security



Testimonial



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- Someone tells you to do something
- An “expert” or a celebrity
- CLIP WATCHED:
Proactiv Acne Medication



Plainfolks



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- A specific type of testimonial:
- A “regular” person, who is like you, tells you to do something.
- **CLIP WATCHED:**
Vault Energy Drink



Bandwagon



- If everyone is doing it, you should do it too.
- CLIP WATCHED:
Wendy's Hamburgers



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Persuasive Techniques



- Methods that a speaker uses to convince an audience.

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Persuasive Appeals



- Logical: based on facts and statistics
- Emotional: arouses the feelings of the reader—happiness, sadness, anger, etc.
- Ethical : arouses the sense of morality of the reader—what is right/wrong

Logical Appeal



Case Study: Geico

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Emotional Appeal



Case Study: Obama/George Bush with babies

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Ethical Appeal



Case Study: Feed the Children

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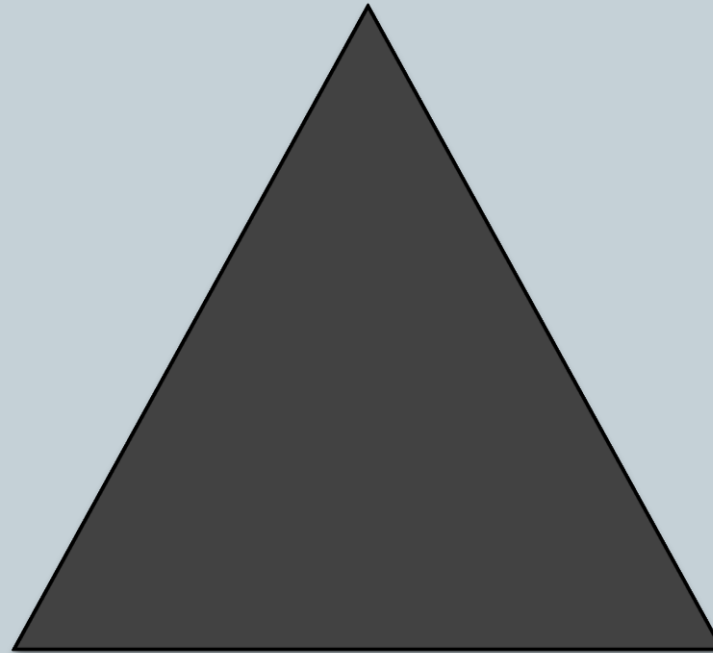
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Persuasive Appeal Triangle



Ethical



Logical

Emotional

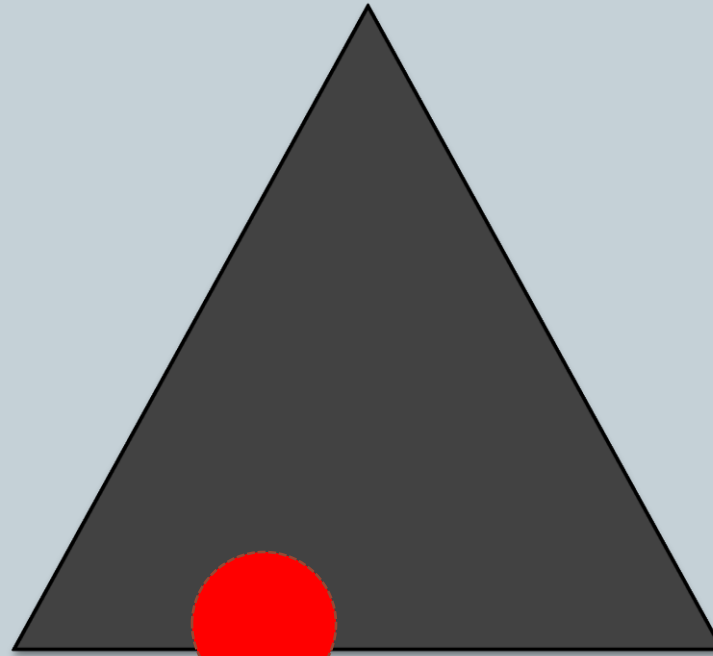
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Example Persuasive Appeal Triangle



Ethical



Logical

GEICO

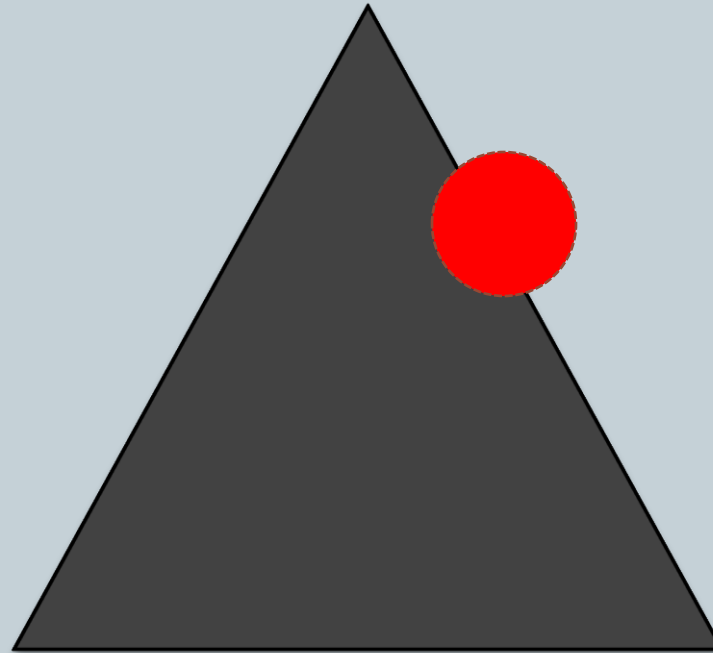
Emotional

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Example Persuasive Appeal Triangle



Ethical



Logical

Emotional

**FEED THE
CHILDREN**

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Let's Practice



- ❑ **Use a separate sheet of paper**
- ❑ Watch three infomercials
 - ❑ HSN Jewelry (3 min)
 - ❑ Christian Children's Fund (4 min)
 - ❑ Miracle Blade III w/ Chef Tony (7 min)
- ❑ After each infomercial, 3-4 sentence description of what type of appeal you saw (logical, emotional, ethical)
- ❑ When done with all three, turn in to box!

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