

Thursday, December 10, 2009



Required Materials

1. Pen/pencil
2. 2 sheets of paper
 - For Warm Up
 - For Persuasive Brochure

Announcements

- N/A

Agenda

1. Word of the Day and Warm Up
2. Big Questions
3. SWYW Challenge Update
4. Reminder: Propaganda Techniques, Persuasive Appeals
5. Notes: Logos, Slogans, and Jingles
6. Make a Persuasive Brochure Project:
 1. Directions + Expectations
 2. Create Brochure
 3. Remaining Time...“Masque of Red Death!”

12.10.2009 (5 min)



Timer

- WOD:

continuum: an event that continues again and again

- Warm Up:

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

2. Use your notes from this Tuesday and/or your memory. What are the differences between logical, emotional, and ethical appeal? What are nostalgia, scare tactic, testimonial, and bandwagon?

“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 create a persuasive brochure that sells a product or a service?

Current Standings



N
O
T
E
S

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

Persuasive Techniques



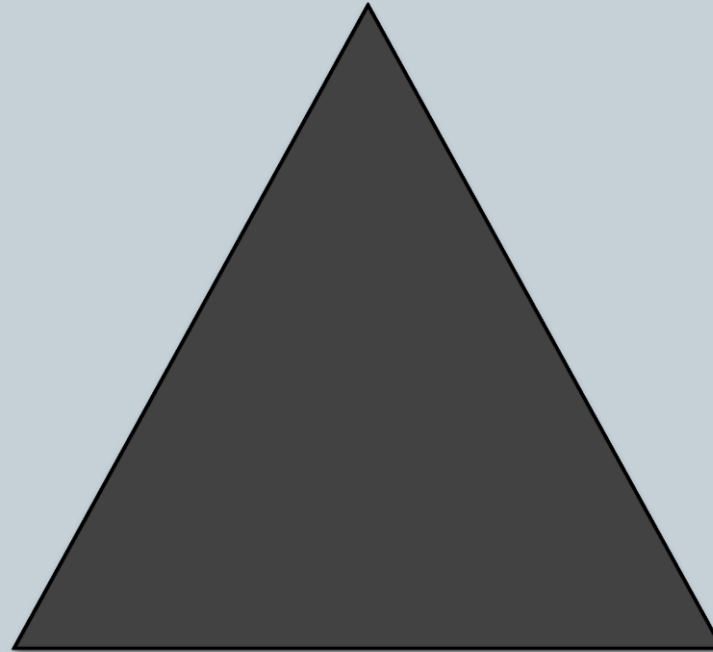
NOTES

- Methods that a speaker uses to convince an audience.
- Logical: based on facts and statistics
 - Testimonial/Plainfolks
- Emotional: arouses the feelings of the reader—happiness, sadness, anger, etc.
 - Nostalgia
 - Scare Tactic
 - Bandwagon
- Ethical : arouses the sense of morality of the reader—what is right/wrong
 - Scare Tactic (sometimes)

Persuasive Appeal Triangle



Ethical



Logical

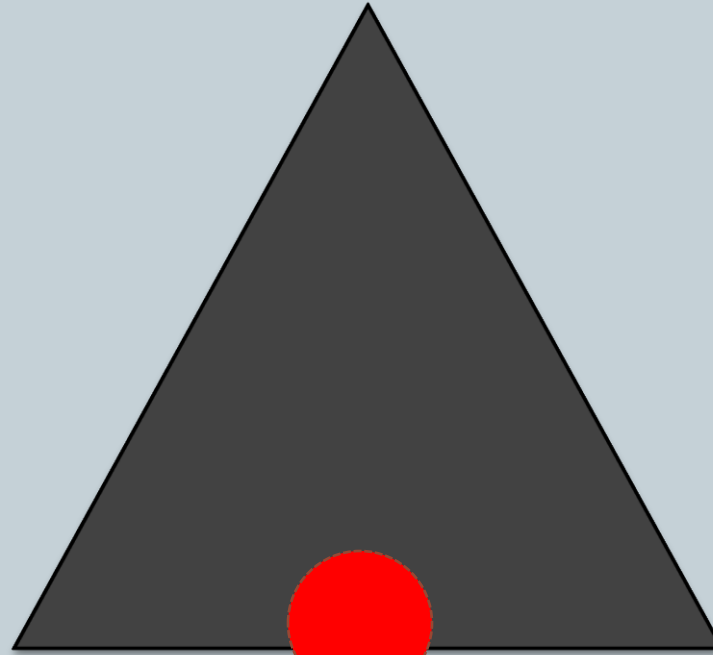
Emotional

N
O
T
E
S

Example Persuasive Appeal Triangle



Ethical



Logical

HSN Jewelry

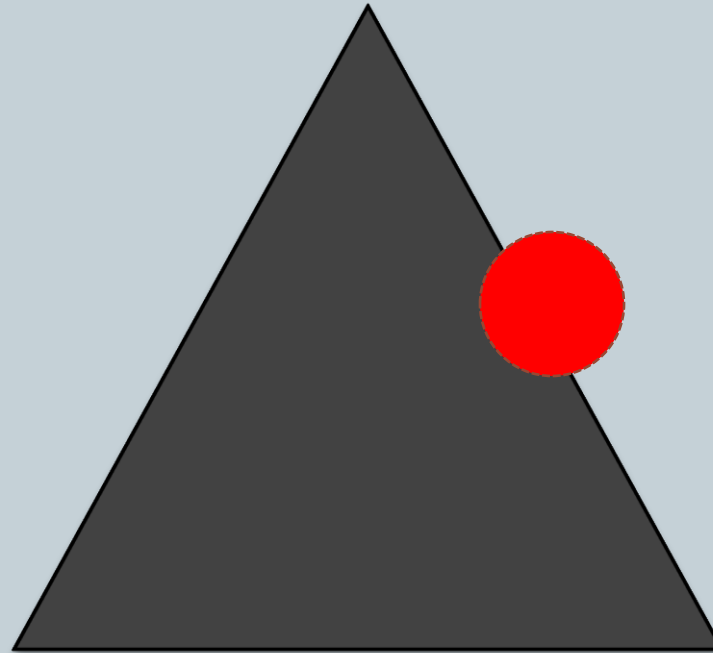
Emotional

N
O
T
E
S

Example Persuasive Appeal Triangle



Ethical



Logical

Emotional

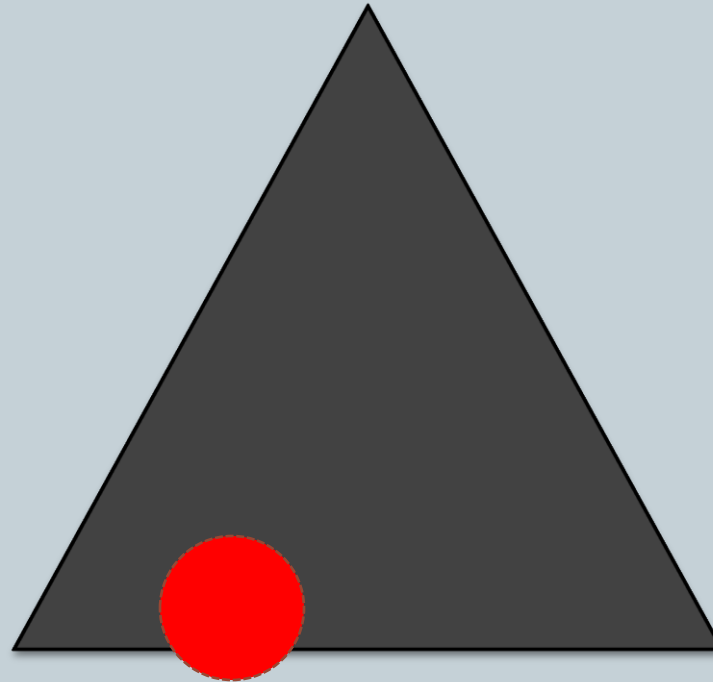
**Christian
Children's
Network**

N
O
T
E
S

Example Persuasive Appeal Triangle



Ethical



Logical

Emotional

Miracle Blade III

N
O
T
E
S

Logos



- A picture that represents a company's product or service



Slogan



- A memorable phrase.



Jingle



- A slogan sung to a melody.

T
A
K
E

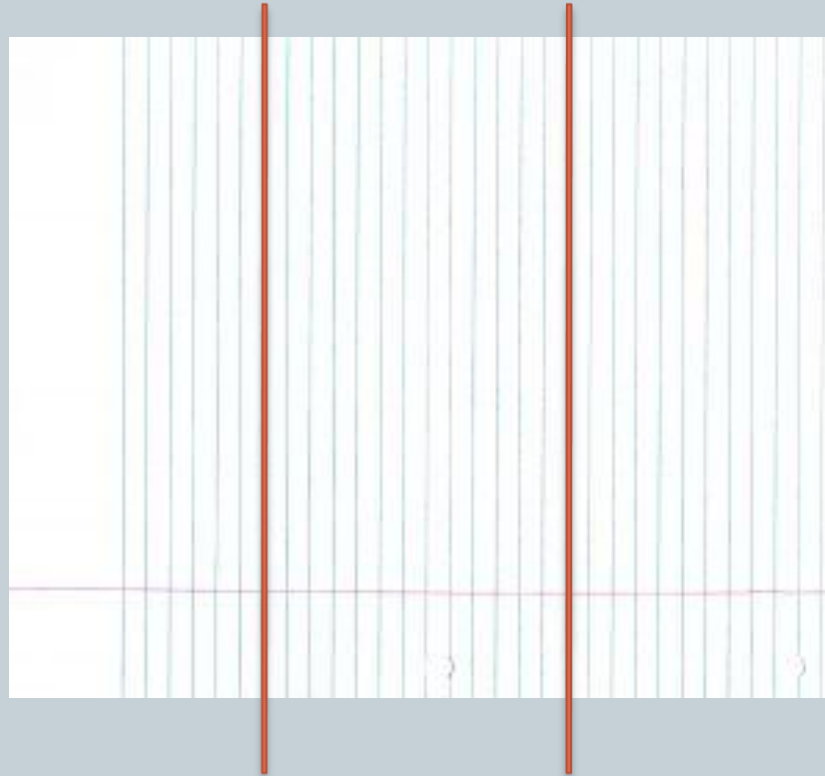
N
O
T
E
S

Persuasive Brochure Project



Directions:

- Take out separate sheet of paper
- Fold paper twice to make a 3-panel brochure



N
O
T
E
S

Persuasive Brochure Project



Goal:

- ❑ To make a persuasive brochure that
 - a) sells a product (real or imaginary)

 - or

 - b) a service (real or imaginary)

N
O
T
E
S

Persuasive Brochure Project



Goal:

- ❑ To make a persuasive brochure that
 - a) sells a product, like Oxiclean, Knives, Bibles, etc.

 - or

 - b) a service, like house/car cleaning, babysitting, lawn mowing, etc.

N
O
T
E
S

Persuasive Brochure Project



How It's Graded:

- Persuasive Appeal
- Organization
- Grammar

N
O
T
E
S

Persuasive Brochure Project



Rubric in Detail:

N
O

N
O
T
E
S

	A	B	C	D/F
Persuasive Appeals	Has at least 5 examples; uses both logical and emotional	Has at least 5 examples; uses only logical or emotional	Has between 2-4 examples; uses logical and/or emotional	Has less than 2 examples
Organization	Includes a logo and a slogan/jingle on the cover page. Has complete cover page, 3 inside panels and a back page.	Has completed cover page, 3 inside panels, and a back page.	Has a complete cover and back page, but one inside panel is blank.	Has a complete cover and back page, but two or more inside panels are blank.
Grammar	There are no significant errors in spelling.	There are some errors in spelling, but these do not detract from the brochure.	There are some errors in spelling and these do detract from the brochure.	There are many errors in spelling.

Persuasive Brochure Project



Due Date:

- Due at end of class today (approx. 1 hour)

N
O
T
E
S

Persuasive Brochure Project



Questions, Comments, Concerns?

N
O
T
E
S

Persuasive Brochure Project



Finished Early?

- Masque of Red Death!

N
O
T
E
S

Persuasive Brochure Project



Good Luck!

N
O
T
E
S

	A	B	C	D/F
Persuasive Appeals	Has at least 5 examples; uses both logical and emotional	Has at least 5 examples; uses only logical or emotional	Has between 2-4 examples; uses logical and/or emotional	Has less than 2 examples
Organization	Includes a logo and a slogan/jingle on the cover page. Has complete cover page, 3 inside panels and a back page.	Has completed cover page, 3 inside panels, and a back page.	Has a complete cover and back page, but one inside panel is blank.	Has a complete cover and back page, but two or more inside panels are blank.
Grammar	There are no significant errors in spelling.	There are some errors in spelling, but these do not detract from the brochure.	There are some errors in spelling and these do detract from the brochure.	There are many errors in spelling.