

Thursday

February 14, 2013 (2.14.13)

Materials



Composition Book
+ Pen or Pencil



Student Planner

Agenda

Minutes

Activity

3-5

Warm Up

2

Homework

2

Aims of Argument SG

7-10

Notes: The Appeals

Remaining

Watch: Infomercials + Analysis

Special Announcements

- Did you know that **Valentine's Day** is named for St. Valentine, who supposedly was imprisoned for performing weddings for those forbidden to marry?

Warm Up

February 14, 2013 (2.14.13)

Volume-O: 0 (No Talking)

Time: 3 Minutes

Word Part of the Day: *vers / vert:* to turn around

1. Write down the word part of the day and its definition. Now, brainstorm **5-7 words** that contain that word part.

Transition



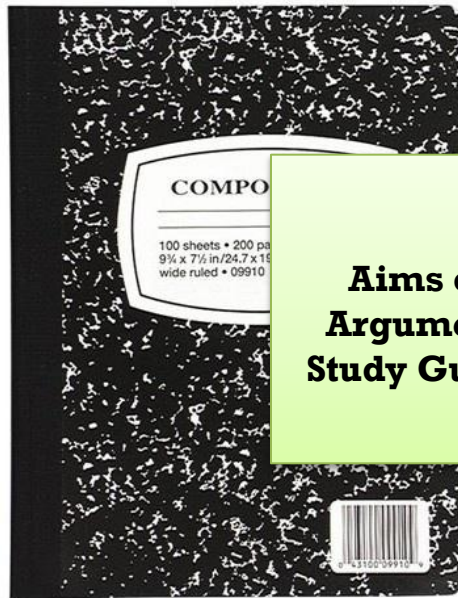
Student
Planner

Homework

A
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Date Given	Assignment	Due Date
Thursday 2.14	<ul style="list-style-type: none">▪ Complete Reading Log #14<ul style="list-style-type: none">▪ Watch a commercial or infomercial on television or the internet.▪ Write a ½ page analysis on the types of appeals it uses	Friday 2.15
Monday 2.11	<ul style="list-style-type: none">▪ Complete Weekly Reflection #4 (Q3)<ul style="list-style-type: none">▪ Questions are now posted; you can preview them on Schoology.▪ Make post Friday, Saturday, or Sunday	Sunday 2.17 By 11:59 pm

Transition



**Aims of
Argument
Study Guide**



Study Guide

The BIG Question:
How can I create and sustain an argument?

Key Text(s):
Mentor articles (in workbook) / writing samples

Concept 1:
FCAT Writes vs. Language

- 1. What are the differences between FCAT Writes and AICE Language prompts?**

Concept 2:
Introductions

- 3. What type of introduction paragraph suits my writing style...and my prompt choice?**

Vocabulary

Vocabulary
SSHTT, funnel, quotation, anecdote, question styles

Concept 3:
Supporting Paragraphs

4. What are the differences in the types of appeals used to sell a product or service?

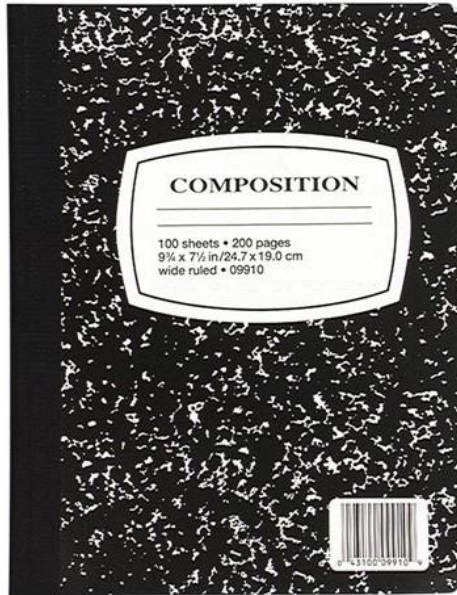
Concept 4:
Conclusions & Counterpoints

Vocabulary

Persuasive appeals, logos, pathos, ethos

Vocabulary

Transition



Notes

Persuasive Appeals

- Methods used to sell a product or service
 1. Logos
 2. Pathos
 3. Ethos
 4. ?



Logos (Logical)

- Ideas supported by:
 - Facts
 - Numbers
 - Statistics
 - Common sense knowledge
- Example: *Geico* (“15 minutes could save you...”)



Pathos (Emotional)

- Ideas supported by:
 - Feelings
 - Emotions
 - Happiness, sadness, anger, fear, worry, lust (sex appeal)
- Example: *Victoria's Secret* or President's kissing babies



VICTORIA'S
SECRET

Ethos (Ethics)

- Ideas supported by:
 - Morality
 - Right vs. wrong
 - Helping less fortunate
- Example: *Feed the Children* or *ASPCA* (Animal Cruelty)



Watch: Infomercials

A S S I G N M E N T

Directions (Vol: 1):

- Watch infomercial (3-4 min)
- Work with team to identify (3-4 min)
 - Logos
 - Pathos
 - Ethos
- Repeat 3-4 times

