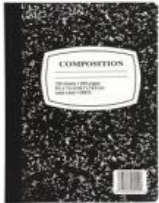


Friday

April 4, 2014 (4.4.14)

Materials



Composition Book
& Pen or Pencil

Agenda

Time Estimate

Activity

10

Warm Up

15

Quiz #1

3

Aims of Argument Study Guide

5

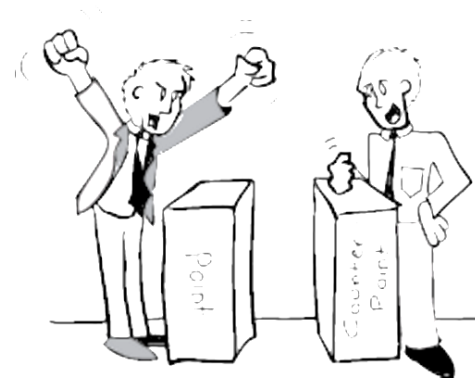
Notes: Appeal Types

15-20

Read: *Church Letter* + Organizer

Remaining

Solo: 2-page analysis of *Church Letter*



Warm Up

April 4, 2014 (4.4.14)

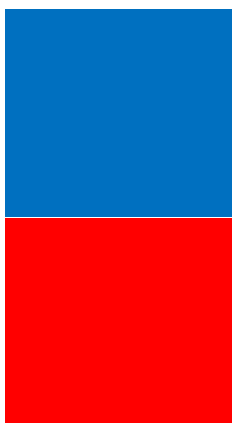
Volume-O-Meter: 0 (Silence)

Time: 5 Minutes

Word Part of the Day:

Neo / novel — new

1. Write down the word part of the day and its definition. Now, write down three words that contain the word part of the day. Now, choose one of these words and write a sentence using that word
2. Spend the remainder of this warm up preparing for your quiz; make sure your notebook is organized.



Quiz #1

Directions:

- Use Sheet of Paper
- Volume-O: 0 during quiz
- 20 minutes to complete the Quiz
- Use your Notebook, *Streetcar* Book, Planning Sheet

Quiz #1

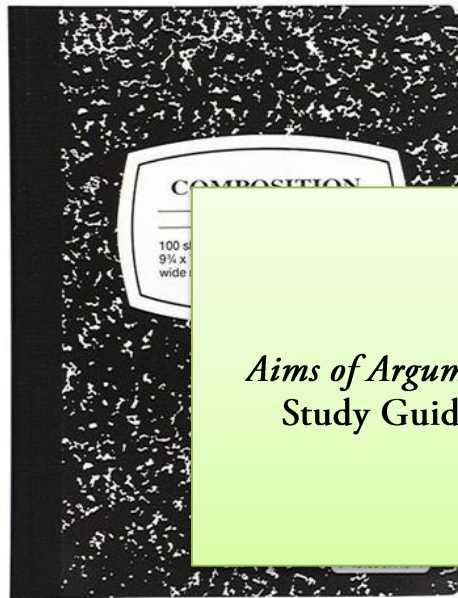
Directions:

Title your Quiz:

Logos, pathos, and ethos...oh my!

Q
U
I
Z

Transition



Aims of Argument
Study Guide



Study Guide

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

Key Text(s):
Professional Exemplars / Your Writing

Concept 1:
Introductions

1. How does one begin to “sell” an idea?

Concept 2:
Support & Evidence

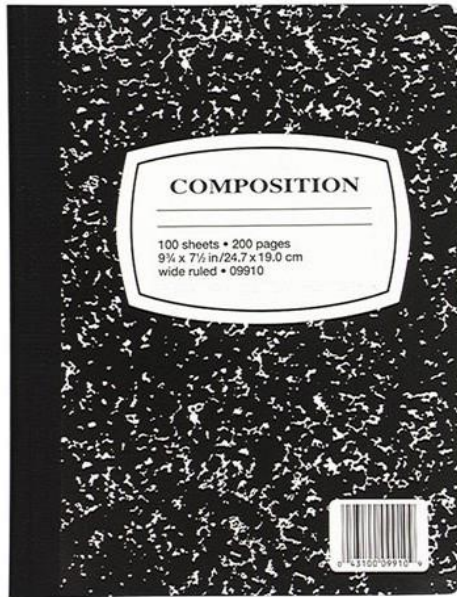
Vocabulary
SSHTT, funnel, quote, anecdote, question, persuasive appeals, logos, pathos, ethos , credos

Vocabulary

Concept 3:
Conclusions & Counterpoint

Vocabulary

Transition



Notes

Persuasive Appeals

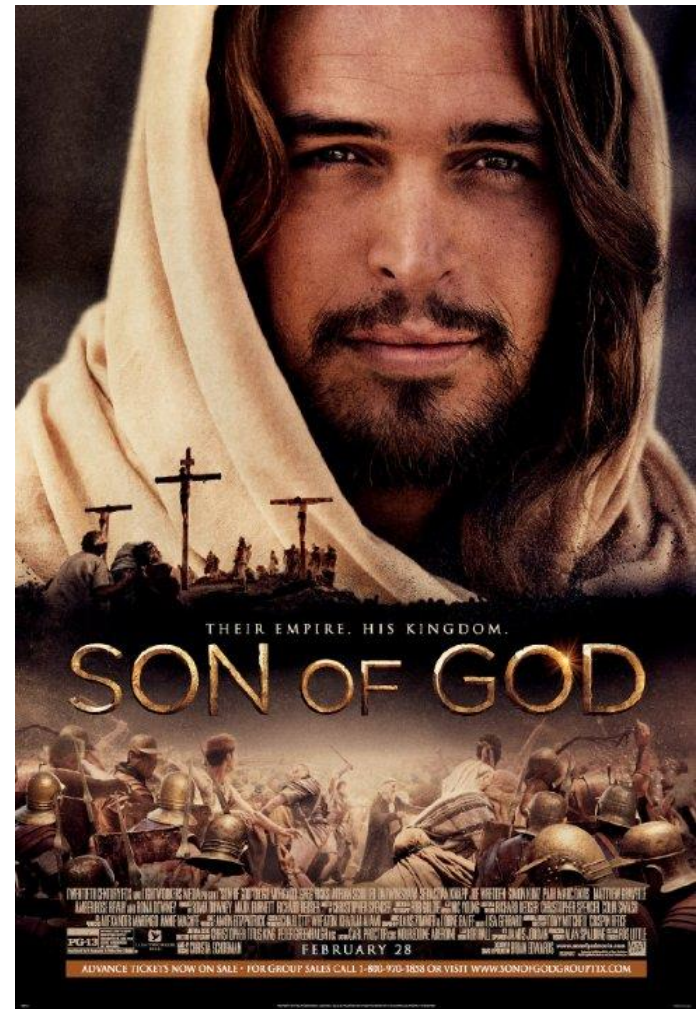
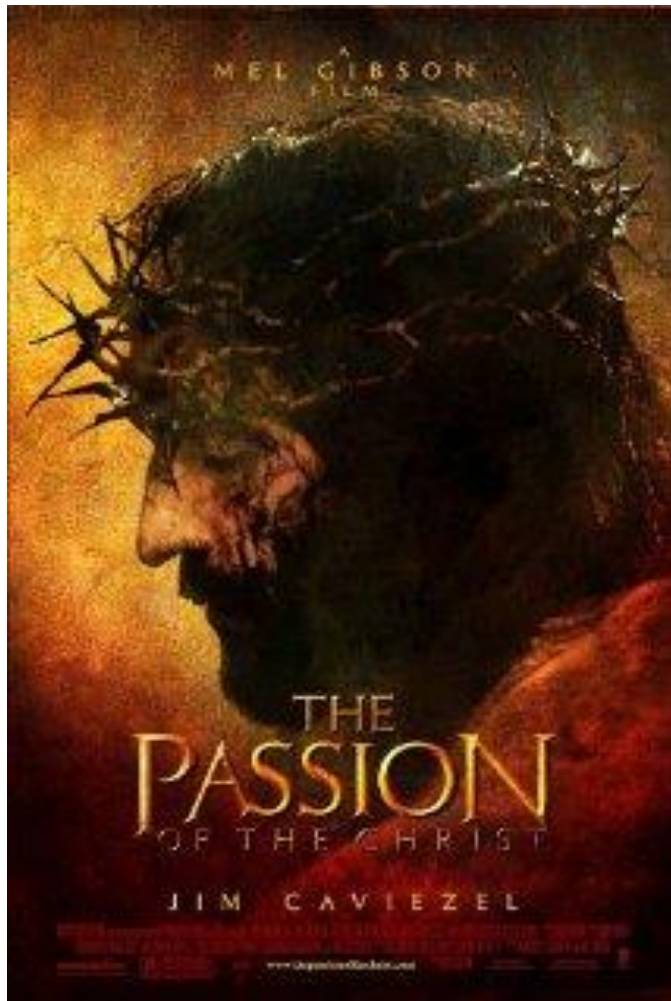
- Methods used to persuade (convince) reader/watcher
 1. Logos
 2. Pathos
 3. Ethos
 4. Credos

Credos

- Appeals to religious / spiritual thinking
- Uses feelings of right/wrong in a religious sense (Christianity, Judaism, Islamic)
- Still common in non-religious ads
- Can override other appeals because it is based on faith—something we cannot see or feel
- Examples: WWJD (*What Would Jesus Do?*), God Billboards



Credos



Read: Church Letter

A S S I G N M E N T

Directions (Vol: 1):

- Make four columns in notebook
- Label columns:
 - Logos
 - Pathos
 - Ethos
 - Credos
- Grab Workbook
- Read “Church Letter” aloud
- Team: Fill in columns (3 in each)
- Solo: Write a 2-page analysis of “Church Letter.” Was it persuasive and why/why not? Use examples from the text with your explanations to support your answer.

