

# Start-Up

- What is your favorite TV commercial? Why do you like it? Do you think it is effective in getting people to buy or use the product? Why or why not?

(4 Minutes)

Be prepared to share!

# Objective

- By the end of the period, students will be able to define terms related to persuasive writing; including but not limited to ethos, pathos, and logos; and begin to develop an understanding of how rhetorical devices are used to strengthen an author's argument.

Common Core Standards

CCRA R.4, R.8, and L5

CCRI 11.4, 11.5, and 11.6

CCRL 11.4, 11.5, and 11.6

# Methods of Persuasion

Discuss with your Vertical Partner:

How do you convince a person or a group of people to feel, think, or do as you ask?

(1 Minute)

Be prepared to share with the class!

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# The Vocabulary of Persuasion

- As we go through the slides for today's lesson, write down, on your own paper, the definitions for the ten terms you have been given.



# Take a clear position

- What the writer/ speaker wants to prove is called the ***position, assertion, or claim*** – ***For example – Smoking is bad for your health.***

# Think about your audience

- ***Effective*** speeches appeal to what is appropriate for the audience; ***ALWAYS think about your audience – for example: You wouldn't use complicated medical terms to discuss the effects of smoking when speaking with fifth graders.***

# Use Rhetorical Devices

- A technique that helps a writer support her/his position – rhetorical questions, allusions, figurative language
- Appeal to a readers' or listeners' ethical beliefs, logic, or emotions.

Watch

# Ethical Appeals

- Ethos is related to the English word *ethics* and refers to the *trustworthiness of the speaker/writer*.
- Ethical appeals are an effective persuasive strategy because when we believe that the speaker does not intend to do us harm or that we can TRUST the speaker, we are more willing to listen to what s/he has to say.
- For example, when a trusted doctor gives you advice, you may not understand all of the medical reasoning behind the advice, but you nonetheless follow the directions because you believe that the doctor knows what s/he is talking about.



# Methods for creating ethical appeals

- Language appropriate to audience
- Appropriate level of vocabulary
- Correct grammar
- Demonstrate an expertise about the topic/ establish your credibility about the subject

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# Emotional Appeals

- Pathos is the Greek word for *suffering or experience*
- An argument that appeals to the reader or listener's *emotions*.

- Whenever you accept a claim based on how it makes you feel without fully analyzing the rationale behind the claim, you are acting on pathos. It may be any emotion: love, fear, patriotism, guilt, hate or joy.
- A majority of arguments in the press/ media are heavily dependent on emotional appeals. The more people react without full consideration for the WHY, the more effective an argument can be.
- Although the emotional appeal can be manipulative, it is the cornerstone of moving people to action. Appeals to pathos touch a nerve and compel people to not only listen, but also to take the next step and act in the world.

# Methods for creating emotional appeals

- **Anecdote:** personal examples/ stories or telling a short story that will make the reader connect to the subject
- **Parallelism:** the repetition of words, phrases, or sentences that have the same structure or a similar idea— it makes lines rhythmic, memorable, and heightens the emotional effect
- **Rhetorical question:** Asking the reader a question, without expecting them to answer you back. It is simply made to get the reader/ listener to *think or evoke an emotion*

- **Emotional tone:** The speaker uses words and pronounces them with the correct emotion
- ***Figurative Language:*** Descriptive, paints a picture in the reader's mind (**simile, metaphor, personification, assonance, and alliteration**)
- **Creating unity among an audience:** To make the audience feel like they are united and have a common cause or belief

- **Making the problem current and relevant:** Even if something occurred in the past, the writer/speaker is able to make the audience feel as if that problem is important today
- **Call to Action:** Get people to take action – call, march, write letters, petition – or maybe just support your side emotionally or financially

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# Logical Appeals

- The Greek word logos is the basis for the English word logic.
- Logical appeals refers to any attempt to appeal to the intellect, Appeals to common sense.
- Example: Garbage usually goes into landfills. Of the garbage produced each year in the U.S., 42% is paper.

# Methods for Logos

- **Case Studies:** Examples from research
  - Government studies show that collecting and using recycled materials saves energy.
- **Examples:** Specific information about a general idea
  - For example, recycling could help save some of the fifty thousand trees that are sacrificed every week to produce Sunday newspapers in the U.S.
- **Expert opinions:** Statements made by a specific authority on a subject
  - Platt of the Institute for Local Self-Reliance states, “Studies have concluded that recycling costs less than traditional trash collection and disposal.”



# Logos/Logical Appeals

- ***Facts:*** Statements that can be proven true; such as, statistics or numerical information
- ***Rebuttal/ counterargument:*** to prove something false or someone to be in error through logical argument or by providing evidence to prove it wrong

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# Homework

- Bring in tomorrow some sort of advertisement to illustrate ethos, pathos, or logos. It can come from the web, newspaper, magazines, or anywhere else you can find it, but it must be on paper and you must be able to explain which type of appeal it is and why.
- Complete your definitions.

# Exit Ticket

- Ethos, pathos, or logos...
- Which one do you think is the most effective on YOU? Why? Which one do you think is the least effective on YOU? Why?