

I. PERSUASIVE READING OBJECTIVES and GOALS

- 2.3.1—analyze text for *cause and effect*
- 2.4.1—analyze to *draw conclusions* and develop insights
- 2.4.2—analyze for *author's purpose*
- 2.3.4—*analyze for validity and accuracy*
- 2.4.4—analyze and evaluate *persuasive devices* including:
 - Intended effects
 - Select a sentence that explains why an author uses a specific persuasive device
 - Identify the intended effects of persuasive strategies the author uses to influence readers' perspectives
- 2.4.5—analyze by *connecting with other texts*
- 2.4.6—analyze *development of ideas* within/among texts
- 2.4.7—analyze *author's beliefs*

II. PERSUASIVE WRITING OBJECTIVES and GOALS

- 3.1.1—analyze, select, and elaborate *ideas* in persuasive writing
- 3.1.2—select effective *organizational* structures in persuasive writing
- 3.2.1—use appropriate *voice* in persuasive writing
- 3.2.2—analyze and select appropriate language (*word choice*) in persuasive writing
- 3.2.3—use a *variety of sentences* consistent with audience, purpose, and form
- 2.3.1—use a *range of forms/genres* in persuasive writing
 - Satire
 - Essay
 - Editorial
 - Speech

III. IMPORTANT TERMS for the PERSUASIVE UNIT:

Persuasive Techniques used in Writing, Speaking, and Reading:

Intended persuasive effects:

- Loaded words/language
- Exaggeration
- Emotional words
- Euphemisms
- Peer pressure
- Bandwagon
- Repetition
- Testimonial
- Transfer

Persuasive Appeals

- Appeal to reason (logos)
- Appeal to emotion (pathos)
 - Basic needs
 - Snob appeal
- Appeal to character (ethos)

Media Literacy--analyzing messages sent to the public by the media—particularly in advertising

• **Media persuasion terms:**

- Symbols
- Hyperbole
- Fear or defensive nationalism
- Humor
- Lie
- Maybe
- Testimonial
- Repetition
- Plain folks
- Strength
- Name calling
- Flattery
- Bribery
- Diversion
- Denial
- Card stacking
- Band wagon
- Simple solutions
- Scientific evidence
- Group dynamics
- Asking rhetorical questions
- Nostalgia
- Timing

Other important terms:

- Logical fallacy
- Propaganda
- Bias
- **SOAPS**
 - Subject
 - Occasion
 - Audience
 - Purpose
 - Style