

English 10

October 2nd

Warm up

- You are really craving pizza and want to have it for dinner, how would you convince your mom to order a pizza?
- Write out what you would say to your mom to persuade her to have pizza for dinner
- Be ready to share with partners and the class.

Rhetorical Devices

- I can define and identify different rhetorical devices in order to create an advertisement.

Aristotle's Appeals

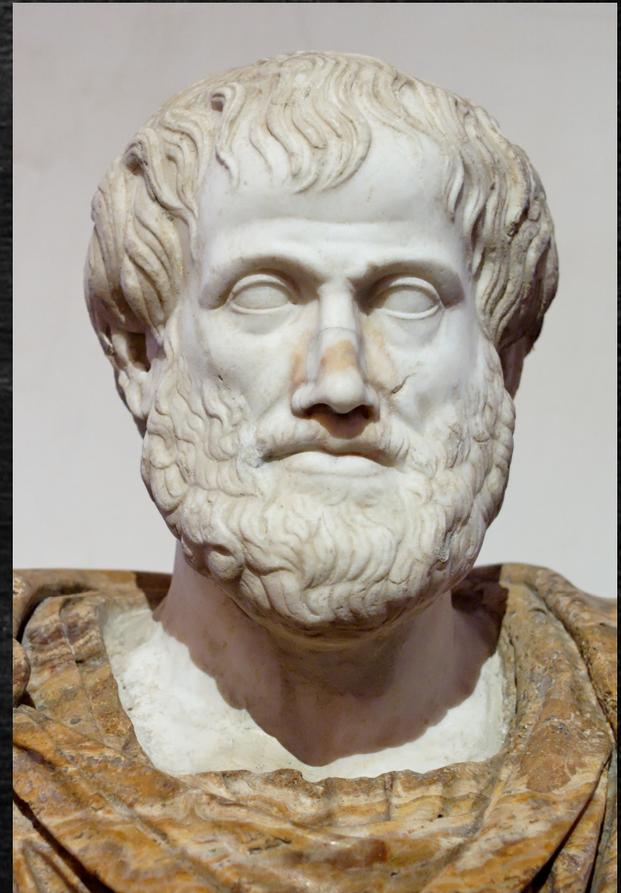
- Aristotle



- Greek philosopher and scientist

- Studied persuasion and categorized the techniques into three categories:

- Ethos, Logos, and Pathos (Argumentative Appeals)



Aristotle's Appeals

Rhetorical Appeal	Definition/Notes
<u>Ethos</u>	Ethical Appeal Establish Credibility by being fair, knowledgeable, trustworthy, and credible.
<u>Logos</u>	Logical Appeal Being Reasonable means your argument is thoughtful, has good reasons, and there is evidence.
<u>Pathos</u>	Emotional Appeal All about feelings. Speaker makes the audience feel the same as he/she.

Activity

- Working in your groups of four, you will be creating an advertisement for a famous company.
- Each group will be assigned a company and a different type of appeal. You must work together to create an add for Nike that uses that type of persuasion.
- You will be creating a television advertisement.

Activity

- You won't be recording yourself, but simply writing up the description of what the television advertisement.
- Make sure use your type of appeal.
- The groups will present their ideas to the class, describing the ad or acting it out/narrate it, if you choose.

Types of Evidence

- Convincing arguments often use many types of evidence to prove their claims. In general, evidence can be found in the following ways:
 - Facts (Data & Statistics)
 - Examples
 - Scenarios

Types of Evidence

Evidence Type	Definition/Notes
<u>Facts</u>	
<u>Examples</u>	
<u>Scenarios</u>	

Facts

- **Facts: These are things that have really happened or are the actual case. A fact is something that can be demonstrated every time in every circumstance. Facts are often collected in groups of numbers that tell how often a thing occurs (statistics).**

Examples:

- **During the hours of daylight when clouds are not blocking it, the sky is blue.**
- **11 teenagers die each day in the U.S. from accidents related to texting while driving.**
- **49% of McKay seniors passed the state writing test last year.**

Examples

- Examples: this type of evidence does not depend on something happening every time. Instead, it points to real-life situation from which a reason can be shown. Examples can be both positive and negative in nature.

Examples:

- Michael Jordan did not make the varsity basketball team his sophomore year of high school
- Bill gates dropped out of college to start his company Microsoft
- NFL running back, Adrian Peterson, was charged with child abuse

Scenario

- **Scenario:** a type of evidence that does not depend on a real event, but it instead allows for circumstances that “may” or “could” result from a line of reasoning.
- **Examples:**
 - If we began school 20 minutes earlier, we could have a lunch period that is equal to our class period.
 - If your parents bought you a car, you could a whole set of chores like grocery shopping that you have never done for them before.