

UNIT OF STUDY - 16

Title: The Art of Persuasion Continued		Subject/Course: English		Length: 7 days	
Topic: Persuasive Multimedia Project		Grade: 11		Designer: Mari Robertson	
UNIT GOALS AND EXPECTATIONS					
IMPORTANT CONCEPTS:			ESSENTIAL QUESTIONS:		
<p>Rhetoric has four main purposes: to persuade, to inform, to express, and to entertain.</p> <p>Elements of rhetoric are used in all types of media.</p> <p>Elements of rhetoric are used in politics and, thus, directly affect everyone living within the U.S.</p> <p>Understanding rhetoric is necessary to protect yourself from being manipulated by politicians and commercialism.</p>			<p>What is the meaning of rhetoric?</p> <p>What are the purposes of rhetoric?</p> <p>Who uses rhetoric and why?</p> <p>Where do we see rhetoric in the media?</p> <p>How do we use rhetoric?</p> <p>How does rhetoric affect people?</p> <p>How do rhetorical skills relate to an individual's life?</p>		
STUDENT LEARNING EXPECTATIONS:					
<p>OV.2.11.1 Demonstrate critical, empathetic, and reflective listening to interpret, respond to, and evaluate speakers' messages</p> <p>OV.2.11.2 Identify organizational patterns appropriate to diverse situations, such as interviews, debates, and conversations</p> <p>OV.2.11.4 Critique oral communications for clarity, faulty reasoning, relevance, organization of evidence, and effectiveness of delivery</p> <p>OV.3.11.2 Use appropriate criteria to evaluate media with emphasis on prejudice, censorship, and disinformation</p>			<p>OV.3.11.1 Describe the possible cause-effect relationships between mass media coverage and public opinion trends</p> <p>OV.2.11.3 Identify barriers to listening and generate methods to overcome them</p> <p>OV.1.11.2 Present a formal multi-media presentation that supports judgments with sound evidence and well-chosen details</p> <p>W.5.11.3 Write using rhetorical strategies with special emphasis on argumentation/persuasion that demonstrate logic.</p> <p>W.7.11.9 Use point of view, characterization, style, and related elements for specific rhetorical (communication) and aesthetic (artistic) purposes.</p>		
SPECIFIC DECLARATIVE KNOWLEDGE-What I know			SPECIFIC PROCEDURAL KNOWLEDGE-What I need to do		
<p>Define rhetoric</p> <p>Identify the elements of rhetoric</p> <p>Understand the interaction among subject, speaker, and audience.</p> <p>Understand rhetorical appeals: ethos, logos, pathos</p> <p>Understand how context relates to appeals</p> <p>Understand the elements of visual rhetoric</p> <p>Understand the classical model: the 5-part structure for speech</p>			<p>Locate examples of ethos, pathos, and logos in political speeches</p> <p>Locate appeals in advertisements.</p> <p>Read for understanding of the rhetorical triangle.</p> <p>Locate subject, speaker and audience in a cartoon.</p> <p>Write in response to a letter that uses rhetorical appeals.</p> <p>Use the appeals in your own writing.</p>		

Understand patterns of development Understand the writer's task in relation to rhetoric	
UNIT ASSESSMENTS (Include tasks related to Dimensions 3 and 4 and Bloom's Taxonomy)	
<p>Participate in a Socratic discussion of the political speeches of Sarah Palin and Barack O'Bama. Write a paragraph demonstrating understanding of the effectiveness of the political speeches of Sarah Palin and O'Bama. Write a response to a commercial and an advertisement demonstrating understanding of how rhetoric is used visually. Create a multimedia advertisement using visual, textual, and audio rhetoric for a specific audience and purpose. Orally present advertisement to class.</p>	
Traditional Assessments:	Other Evidence of Learning: Informal assessment of Socratic discussion. Written paragraph in response to political speeches. Written paragraph in response to commercial and advertisement. Multimedia project. Oral presentation to class.

ACTIVITIES AND LEARNING EXPERIENCES	Resources
<p>Students will listen to the political speeches of Sarah Palin and Barack O'Bama from the 2008 Republican and Democratic Conventions. Students will participate in a Socratic discussion of the political speeches and their effectiveness. Students will write a paragraph demonstrating understanding of the effectiveness of the political speeches of Sarah Palin and O'Bama and their use of rhetorical devices. Students will view a television commercial and an advertisement in a magazine. Students will write a response to the commercial and advertisement demonstrating understanding of how rhetoric is used visually. Students will work in groups to create a multimedia advertisement using visual, textual, and audio rhetoric for a specific audience and purpose. Students will present their advertisements to the class.</p>	
Career Connections	
<p>Cartoonist, marketing and advertising executives, politician, lawyer, public speaker, communications specialist, actor, salesmen, marketing analyst.</p>	