

UNIT OF STUDY - 7

Title: Gotcha!		Subject/Course: English - all		Length: 3 weeks	
Topic: Persuasive Writing and Analysis		Grade: 12, 10		Designer: J. Powers	
UNIT GOALS AND EXPECTATIONS					
IMPORTANT CONCEPTS/UNDERSTANDINGS: -Everything is an argument. -Learning to persuade people can get you what you want. -Learning persuasive techniques can prevent you from being tricked. -Writing persuasive essays help give you time to really develop a thoughtful argument.			ESSENTIAL QUESTIONS: -What is persuasion? -How can we persuade others? -What are the tricks people use when persuading? -How can I evaluate those tricks so that I'm not taken in?		
STUDENT LEARNING EXPECTATIONS: OV.2.12.6 - Demonstrate critical listening skills and productive participation in self-directed work teams for a particular purpose to include recognizing: <ul style="list-style-type: none"> • common logical fallacies • the personal attack • the appeal to common opinion and the false dilemma (assuming only two options when there are more options available) the lack of proof for a point being argued OV.3.12.1 - *Analyze techniques used in political and product ads to recognize: <ul style="list-style-type: none"> • common logical fallacies • personal attack • appeal to common opinion • false dilemma (assuming only two options when there are more options available) the lack of proof for a point being argued OV.3.12.2 - Use appropriate criteria to evaluate the impact of media on public opinion, trends, and beliefs			W.5.12.4 - *Write persuasive compositions that use logic to: <ul style="list-style-type: none"> • structure ideas and arguments • clarify and defend positions with precise and relevant evidence • use specific rhetorical devices to support assertions address readers' concerns, counterclaims, biases, and expectations W.7.12.10 - Use elements of logic (such as emotional, ethical, and logical appeal) to structure ideas and arguments in a sustained and persuasive way and support them with precise and relevant examples R.9.12.8 - Investigate both the features and the rhetorical devices of different policy statements, speeches, debates, or other public documents and the ways in which authors use those features and devices R.9.12.10 - Use logic to challenge or defend author's use of fallacies in both inductive and deductive arguments R.9.12.11 - Defend and justify a position using concepts gained from reading		
SPECIFIC DECLARATIVE KNOWLEDGE – What I know -elements of persuasion -writing process for persuasive essay -logical fallacies -how to discuss pros and cons -evaluating media for persuasion			SPECIFIC PROCEDURAL KNOWLEDGE – What I will do -participate in class debate – Socratic circle -write a persuasive essay -analyze documents for persuasive techniques		
UNIT ASSESSMENTS (Include tasks related to Dimensions 3 and 4 and Bloom's Taxonomy)					
Persuasive essay Analysis of documents for persuasive techniques					
Traditional Assessments: -quiz -test			Other Evidence of Learning: -prewriting – graphic organizers -bellringers -teacher observation of Socratic circle -other daily work		

ACTIVITIES AND LEARNING EXPERIENCES	Resources
<p>Accessing prior knowledge – (Each day I will have a persuasive topic we will write about as a bellringer. Topics included will be cell phone use in school, current cell phone laws, the legality of downloading music and movies, etc. I will also ask, probably the first day, for them to write about whether or not students are good persuaders and why they think so.</p> <p>I will choose from among the following lessons:</p> <ul style="list-style-type: none"> Lessons from Elements of Lit. (PowerPoints): <p>Analyzing a Print Advertisement</p> <p>Analyzing a Political TV Advertisement</p> <ul style="list-style-type: none"> Lessons from ReadWriteThink: <ul style="list-style-type: none"> -Analyzing a political cartoon -Exploring Consumerism: Where Ads and Art Intersect -Persuading Readers With Endorsement Letters -Persuasive Techniques in Advertising -The Pros and Cons of Discussion -Argument, Persuasion, or Propaganda? Analyzing World War II Posters (connect with <i>Night</i>) -Finding Common Ground: Using Logical, Audience-Specific Arguments -Identifying and Understanding Fallacies Used in Advertising -Censorship in the Classroom: Understanding Controversial Issues -Copyright Infringement or Not? The Debate over Downloading Music -Communicating on Local Issues: Exploring Audience in Persuasive Letter Writing <ul style="list-style-type: none"> -prewrite for persuasive essay -write persuasive essay -revise and edit persuasive essay 	<ul style="list-style-type: none"> -ReadWriteThink.org -Holt <i>Elements of Language</i> Holt <i>Elements of Language: Communication</i> <i>Elements of Literature</i> website <i>Writers, Inc.</i> <i>Reader's Handbook</i> Computer lab
Career Connections	
Salesperson, minister	