

English II

Lesson: April 10th, 2020

Learning Target(s):

- Evaluate an author's argument in regards to paper money in relation to the coronavirus pandemic
- Identify reasoning within the argument that supports its effectiveness or ineffectiveness through rhetorical appeals

Bell Ringer:



During times of trouble in the past, people have had to adapt to all kinds of changes within society. Due to the fear of contracting coronavirus (COVID-19) through paper money, the debate has begun over whether or not to use cash in these difficult times.

Please respond to the question below in a short, succinct paragraph:

Do you see the importance of paper money even without a virus like COVID-19? Should this cause a shift in society to eliminate the use of cash in general? Explain.

Learn:

- Evaluating an author's argument is fun and necessary to examine the tools they use to persuade someone one way or another. Some examples of the "tools" used to persuade readers are called rhetorical appeals.
- There are three rhetorical appeals:
 - Ethos
 - Pathos
 - Logos
- Please go to the next slide to learn about these different rhetorical appeals.

Learn:

- **Ethos: (appeal to credibility):** used as a means of convincing an audience via the authority or credibility of the persuader, be it a notable or experienced figure in the field or even a popular celebrity.
 - **Key Word: authority or credibility of the persuader**
- **Pathos: (appeal to emotion):** a way of convincing an audience of an argument by creating an emotional response to an impassioned plea or convincing story.
 - **Key Word: creating an emotional response**
- **Logos: (appeal to logic):** a way of persuading an audience with reason, using facts and figures.
 - **Key Word: using facts and figures**

Practice:

- Use the information from slides 3 & 4 to practice identifying the type of rhetorical appeal. Please write down the questions, your answer, and the correct answer on your paper. This short practice will help you in identifying the rhetorical appeals in the article you will be reading later on.
 - “I used to love football the way German shepherds love sirloin. I'd sit in the press box and insist the window stay open -- even on down-coat days -- just so I could hear the sound of two men colliding at full speed. It thrilled me. And I'd wonder: *Who does that?* Now I hear that sound and wonder how soon it will be before they can't remember where they parked, their sons' middle names, or where their families went last summer on vacation” (“Football is getting harder to watch” Rick Reilly).
 - Is this ethos, pathos, or logos? Explain.

Practice Answer Key:

- “I used to love football the way German shepherds love sirloin. I'd sit in the press box and insist the window stay open -- even on down-coat days -- just so I could hear the sound of two men colliding at full speed. It thrilled me. And I'd wonder: *Who does that?* Now I hear that sound and wonder how soon it will be before they can't remember where they parked, their sons' middle names, or where their families went last summer on vacation” (“Football is getting harder to watch” Rick Reilly)
 - **PATHOS:** This excerpt from “Football is getting harder to watch” by Rick Reilly is appealing to the emotion of the reader to draw attention to the lifelong effects of playing football.

Practice:

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Practice Answer Key:

- “I used to love football the way German shepherds love sirloin. I'd sit in the press box and insist the window stay open -- even on down-coat days -- just so I could hear the sound of two men colliding at full speed. It thrilled me” (“Football is getting harder to watch” Rick Reilly).
 - **ETHOS:** Rick Reilly wrote this sentence to establish his credibility to be discussing such a controversial topic. He has worked in the industry as a columnist for 36 years and has witnessed enough of the industry to speak on this subject matter.

Practice:

- Use the information from slides 3 & 4 to practice identifying the type of rhetorical appeal. Please write down the questions, your answer, and the correct answer on your paper. This short practice will help you in identifying the rhetorical appeals in the article you will be reading later on.
 - “I read the filthy and racist transcript of voicemails between one Miami Dolphin and another and am told bullying is "part of the culture." Or lack thereof” (“Football is getting harder to watch” Rick Reilly).
 - Is this ethos, pathos, or logos? Explain.

Practice Answer Key:

- “I read the filthy and racist transcript of voicemails between one Miami Dolphin and another and am told bullying is "part of the culture." Or lack thereof” (“Football is getting harder to watch” Rick Reilly).
 - **LOGOS:** He is using evidence from the NFL to establish a continued tone within his piece to persuade readers to look down upon the NFL as a whole. It is factual for him to use transcripts to support his argument.

Practice:

- Now that you have practiced your understanding of the rhetorical appeals, please read the article linked [here](#).
 - As you read, you will identify two examples of each type of rhetorical appeal. Write down these findings on your piece of paper like this:

Rhetorical Appeal	Examples within article
1. Ethos	Example #1 & #2
2. Pathos	Example #1 & #2
3. Logos	Example #1 & #2

Practice Answer Key:

(Answers will Vary / two examples for each rhetorical appeal are required)

Rhetorical Appeal	Examples within article
1. Ethos	Example #1: “The Fed, in turn, says it’s waiting for advice from the Centers for Disease Control and Prevention, which so far has said the virus spreads primarily through person-to-person contact” (para.4)
2. Pathos	Example #1: “More than half of unbanked households in the United States say they lack the funds to keep an account open” (para.14).
3. Logos	Example #1: “Paper currency in the United States is made from 75% cotton and 25% linen, according to the Treasury” (para.17).

Reflection:

- Reflect on the questions below and write a response on your notebook paper:
 - After looking back at the rhetorical appeals and reading the article, did the authors persuade you to one side of the argument over the use of paper money? Explain.
 - On a scale of 1-5, how well were you able to identify the different rhetorical appeals? Explain your rating.

If you want to learn more...Additional Resource:

- [Understanding Ethos, Pathos, and Logos](#)