



ELA Virtual Learning

# English I

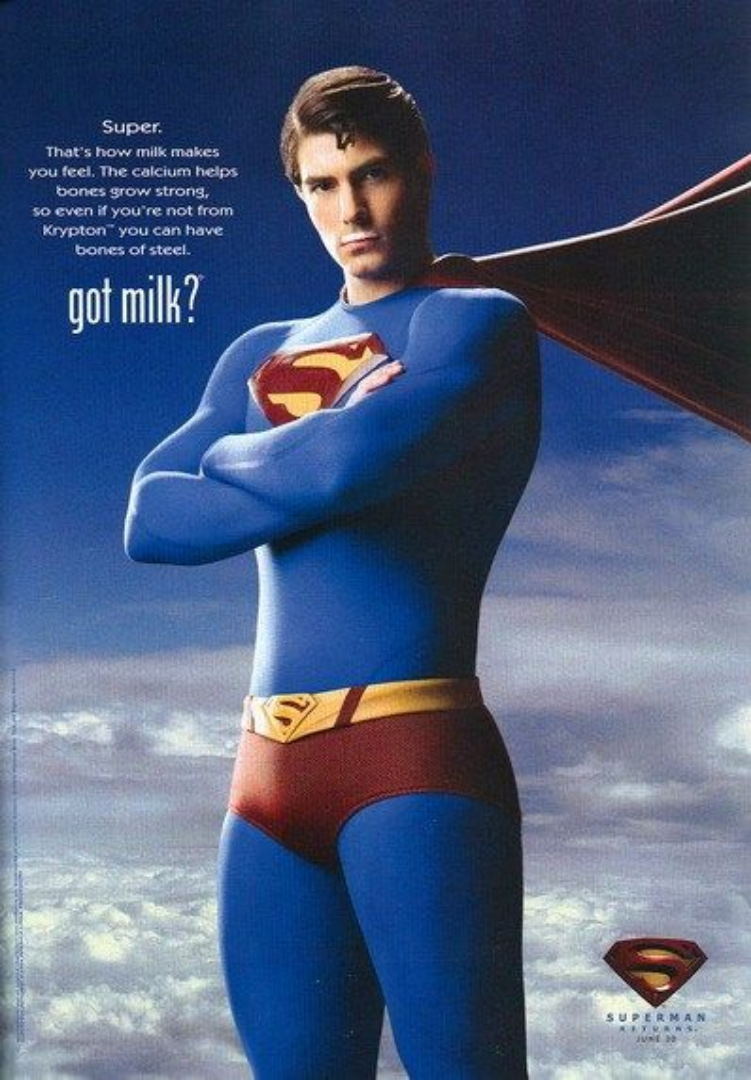
April 29th, 2020



9th Grade/English I  
Lesson: April 29th, 2020

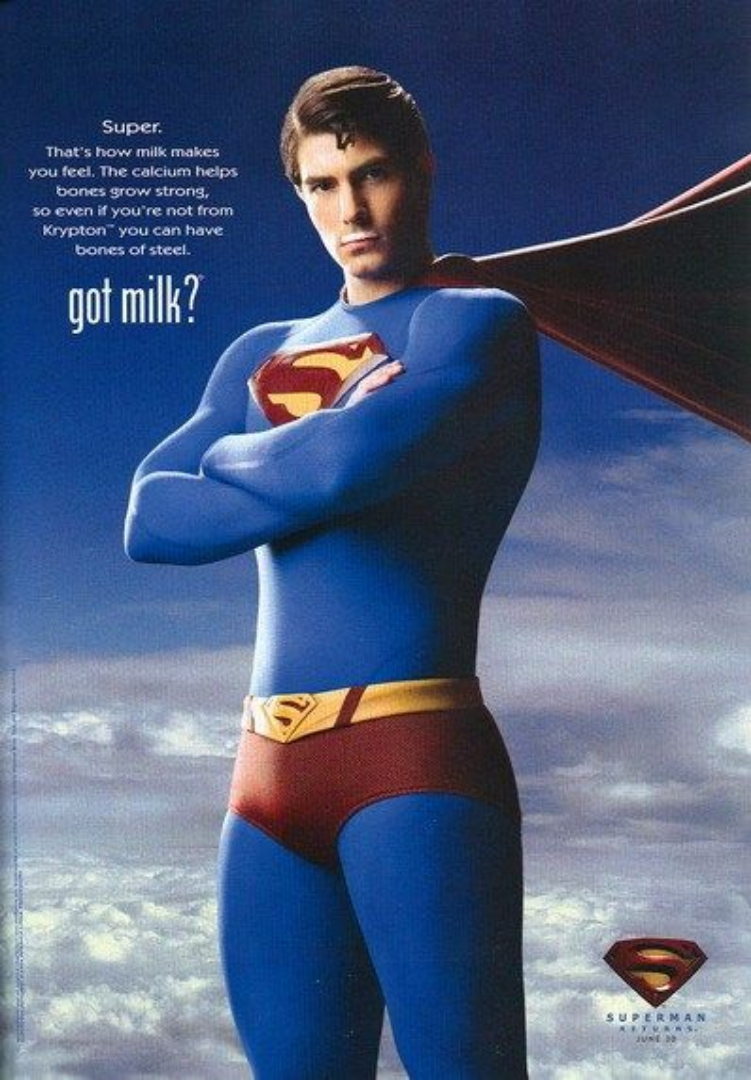
**Objective/Learning Target:**

- ❖ I can analyze how an author uses rhetoric to advance point of view or purpose.
- ❖ I can construct a clear and coherent writing in which the development, organization, style, and voice are appropriate to the task, purpose, and audience.



## Bell Ringer:

- ETHOS (credibility): Who is sponsoring this ad? Who is featured in the ad?
- PATHOS (emotion): How does the ad elicit positive emotions from its audience?
- LOGOS (logic): What claims does this image make?



## Bell Ringer: Possible answers

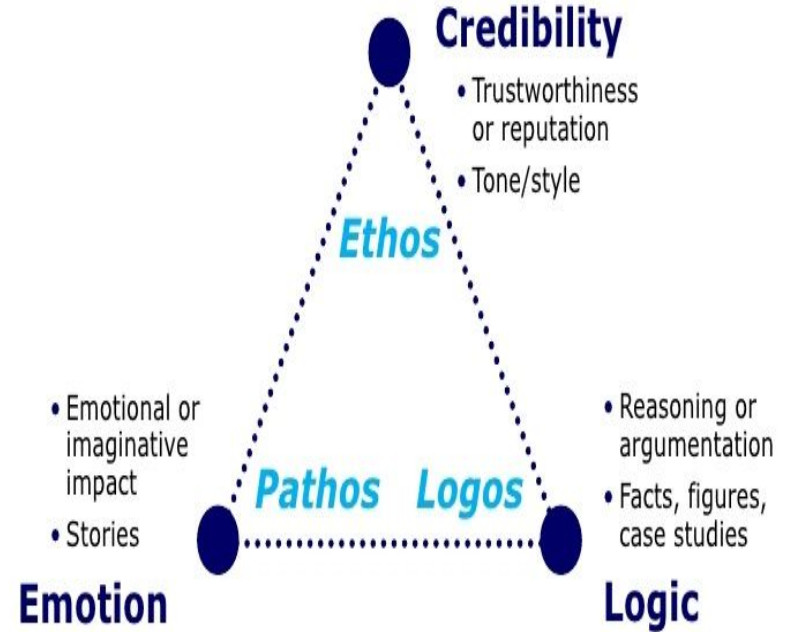
- ETHOS (credibility): Who is sponsoring this ad? Who is featured in the ad? *The ad is sponsored by the film Superman Returns in support of the got milk? Campaign and stars Brandon Routh as Clark Kent/Superman.*
- PATHOS (emotion): How does the ad elicit positive emotions from its audience? *The actor is attractive and Superman is a nostalgic character. The ad also uses bright, happy, primary colors.*
- LOGOS (logic): What claims does this image make? *The ad claims that calcium in milk will make the consumer's bones strong.*

## Learn:

### What is rhetoric?

- The art or study of using language effectively and persuasively. [American Heritage College Dictionary]
- “Rhetoric may be defined as the faculty of observing in any given case the available means of persuasion.” [Aristotle]

### Aristotle's rhetorical triangle



<http://sixminutes.dlugan.com/ethos-pathos-logos/>

## Practice:

- Read [FDR's First Inaugural Address](#)
- As you read, identify Roosevelt's purpose in the speech and take notes on the **rhetorical techniques** he uses to make his points.
- Answer the [Assessment Questions](#)

# Practice Answer Key:

Check your short answers (questions 2, 3 and 10) to make sure it meets the following criteria:

- Did you write in complete sentences?
- Did you use standard conventions (spelling, punctuation, grammar)?
- Did you answer the question?
- Did you support and explain your answer using textual evidence on the Writing Extension questions?

[Assessment Questions Answer Key](#)

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

Watch this Ted-Ed on youtube for more information:

[How to use rhetoric to get what you want](#)