



English Virtual Learning

English IV

May 4, 2020



Lesson: May 4, 2020

Objective/Learning Target:

- I can evaluate a speaker's argument and claims, looking at point of view, reasoning, stance, and evidence, discuss, and ensure a hearing for a full range of positions on a topic or issue as well as clarify, verify, or challenge ideas and conclusions, and promote divergent and creative perspectives.
- I can respond thoughtfully to diverse perspectives including those presented in diverse media; synthesize claims made on all sides of an issue, and, when warranted, qualify or justify my own views and make new connections in light of the evidence and reasoning presented.
- I can explain my thinking in a well-organized and developed written response and include textual evidence.

Bell Ringer:

Watch the video on the right. This is a popular commercial featuring Sarah McLachlan advertising for the SPCA. On a piece of paper, respond to the following prompts:

How does this commercial make you feel? What elements led to that effect? Why do you think the director made those choices?



New Information

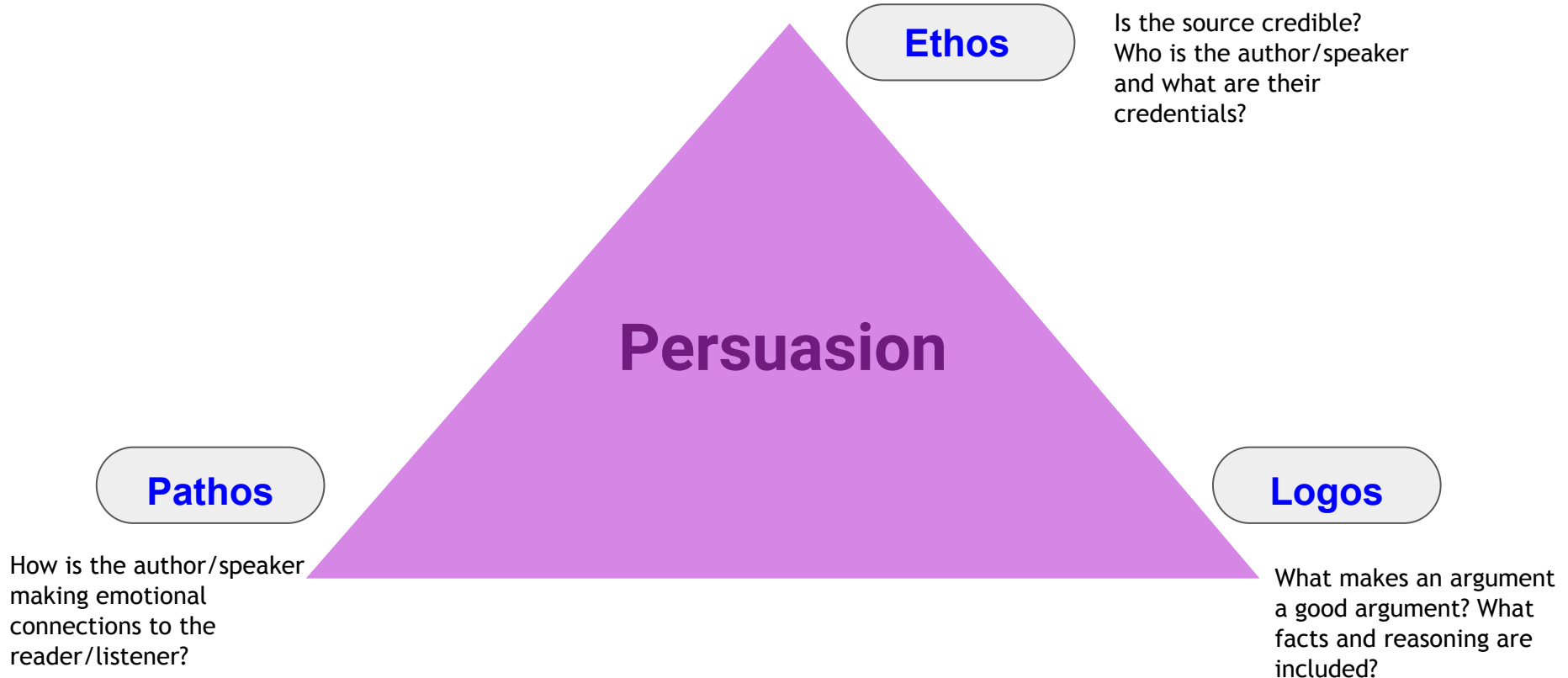
If you're like most of us, that ASPCA ad likely left you a little [verklemt](#), and for good reason! Like almost all ads and commercials, this one uses [rhetoric](#) in order to achieve a certain response or reaction from viewers.

You may have guessed that the director of this commercial intended for viewers to donate money to ASPCA; maybe some of you emptied your wallets instantly after watching that ad, but *why*?

Rhetoric refers to methods of persuasion that involve three basic types of appeals, or strategies. On the next page you'll find information about all three types of appeals, and how they can be useful in persuading others.

The Three Pillars of Rhetoric

← Watch this video for an overview of ethos, pathos, and logos!



Example: Brown and Crouppen Law Firm Ad

Check out this brief ad for Kansas City's own Brown and Crouppen, a law firm specializing in personal injury cases. As you view it, consider the following questions:

- How does this commercial make you feel, and how do you think it was intended to make you feel?
- Which of the three pillars of rhetoric are utilized in this ad, and is it effective? Why or why not?



Practice:

- Use the graphic organizer on the next slide or one similar to it to identify and find examples of persuasive techniques and rhetoric.
- **Your job is find examples from the two previous ads and document those on the graphic organizer.**
- Write your responses on your paper or a Google Doc.
- The first and second column have been done for you.



Term	Example	Example from Ad #1	Example from Ad #2
<p>rhetoric/ rhetorical- Techniques or language used to convey a point or convince an audience (analogy, allusion, hyperbole). See this article to review rhetorical devices.</p>	<p>Sometimes the easiest way to explain things is to strike a parallel with some other thing that is quite similar to it; this is called analogy. Ex.: Just as a sword is the weapon of a warrior, a pen is the weapon of a writer.</p>		
<p>bias-prejudice in favor of or against one thing, person, or group compared with another, usually in a way considered to be unfair. May be shown in word or image choice.</p>	<p>"there was evidence of bias against foreign applicants"</p>		
<p>ethos- a Greek word meaning "character"; having to do with <u>ethics</u> and credibility, morals, beliefs, etc.</p>	<p>a commercial about a specific brand of toothpaste says that 4 out of 5 dentists use it</p>		
<p>pathos- a method of convincing people with an argument drawn out through an <u>emotional</u> response.</p>	<p>language that draws out feelings such as pity or anger in an audience: "If we don't move soon, we're all going to die!"</p>		
<p>logos- "logic" a literary device that can be used to convince or persuade the targeted audience by employing <u>reason</u> or <u>logic</u>.</p>	<p>an advertisement might include the citation of statistics, facts, data, charts, and graphs: "Sixty-three thousand Americans since 9/11 have been killed by illegal aliens. This isn't a problem that's going away; it's getting bigger." -Donald Trump</p>		

Reflection

Think about the examples we explored in the lesson today, and about ethos, pathos and logos. Consider the following questions:

- Which of the appeals is most prevalent in advertising? (think about TV commercials, Facebook ads, etc)
- Which of the appeals is most prevalent in news media?
- Why do you think those appeals are used for those sources?



Practice Answer Key:

(Answers will Vary)

Term	Example from Ad #1	Example from Ad #2
rhetoric/ rhetorical	Hyperbole; Says animals are “suffering alone and terrified,” which is in most cases an exaggeration	Has a repetitive phone number that is easy to remember, so audience is more likely to use it
bias	Ad is obviously biased toward the SPCA, who can “rescue” animals	Portrays Brown & Crouppen as the best & most moral law firm by including positive quotes and saying they “represent people just like you”
ethos	Video is narrated by Sarah McLachlan, who was a popular musician and would have seemed trustworthy	Says the law firm was “named the most winningest law firm” by one of the “best known legal publications,” showing that they were considered good by a good source.
pathos	Includes sad music in the background to make you feel sympathetic to the animals	Says they represent “people just like you,” to make audience feel like they’re personally represented.
logos	Includes a statistic about the rates of animal abuse (“every hour an animal is beaten or abused”)	Gives reasoning about why they’re the best law firm (they don’t represent insurance or companies)

Additional Resource:

If you're interested in learning more about rhetoric and would like a little extra review of ethos/pathos/logos, feel free to check out this Ted-Ed video - [How to use rhetoric to get what you want.](#)

