



THE POWER OF PERSUASION

MYP LANGUAGE ACQUISITION
PHASE 5-6

Key concept: Culture

Related concept: purpose, argument

*Global context: Personal and Cultural
Expression*

*Statement of Inquiry: Persuasive text in
marketing and politics uses language intended to
influence our behaviour and decisions.*

LESSON 1 – OVERVIEW

❖ Assessments

❖ Managebac

❖ Notebooks

❖ Website

❖ **Who Are You?** (handout)

❖ **What is Rhetoric?** (video)

❖ **Vocabulary** (Homework- create a QUIZLET with first 7 vocabulary words)

DEMOGRAPHICS: WHO ARE YOU?
UNIT: THE POWER OF PERSUASION

The concepts of identity and **demographics** will be relevant to several of our assignments during this unit. How do you define yourself? Provide the appropriate description in each circle below. Examples of "other" categories include social groups, economic status, religion, level of education, region of the country, and so forth.

With these demographics in mind, list of specific types of media that people expect to appeal to someone like the person you described above:

TV programs	Music	Movies
1.	1.	1.
2.	2.	2.
3.	3.	3.

PERSUASIVE DEVICES VOCABULARY

- persuasive techniques**
 - methods designed to convince or persuade the audience
- stasis**
 - the narrator's position or opinion about an issue or problem; what the audience is expected to think, feel, or believe
- support**
 - details and evidence that backs up the stasis
- fact**
 - a statement that can be proved true or false
- question**
 - a claim we feel we need to know more about or to know
- analogy**
 - an instance that sustains or proves a general idea
- statistic**
 - a fact given in numbers form
- anecdote**
 - a brief account of an event that can be used to illustrate a point or personal story that the speaker tells that is about his or her own experience or someone else's
- counterargument**
 - to type up and argue against the opposing viewpoint
- opposing viewpoint**
 - what the other (opposite) side believes or says about an issue or problem
- universal statement**
 - a statement that many people accept to be true but is not based on actual fact
- logical reasoning**
 - the use of your reason to work on an issue, or logical fallacies to try to persuade
- stereotypes**
 - making generalizations about an entire group of individuals based on a few individuals' characteristics or past actions
- to persuade**



Assessment



- ❖ **Formative Assessments:**

- ❖ Vocabulary
- ❖ Quick writes
- ❖ Notetaking - Written responses
- ❖ Group discussions

- ❖ **Summative Assessments:**

- ❖ Criterion A - respond to spoken and visual text
- ❖ Criterion B - respond to written and visual text
- ❖ Criterion C and D - Create and publish a Persuasive Commercial/Editorial

❖ **Managebac** MB - check daily

❖ **Notebooks** need every lesson, keep in classroom

❖ **Website** bookmark now, lessons and resources

❖ **Quizlet account** sign up for account, bookmark website, email link to teacher when you have homework



DO NOW:

- ❖ **COMPLETE: Who Are You?**
(handout)
- ❖ **DISCUSS:**
 - ❖ **Where do you encounter advertising?**
 - ❖ **Which advertisements ‘stick in your head?’**
 - ❖ **What makes these ads memorable?**

demographics: the characteristics that make up a human population such as gender, age, and race.

LESSON 1

- ❖ Overview of Unit
- ❖ **Who Are You? (handout)**
- ❖ What is Rhetoric? (video)
- ❖ Vocabulary

DEMOGRAPHICS: WHO ARE YOU?
UNIT: THE POWER OF PERSUASION

The concepts of identity and demographics will be relevant to several of our assignments during this unit. How do you define yourself? Provide the appropriate description in each circle below. Examples of "other" categories include social group, economic status, religion, level of education, region of the country, and so forth.

Write in mind, list of specific types of media that people expect to see from the person you described above:

Music	Movies
1.	1.
2.	2.
3.	3.



LESSON ONE

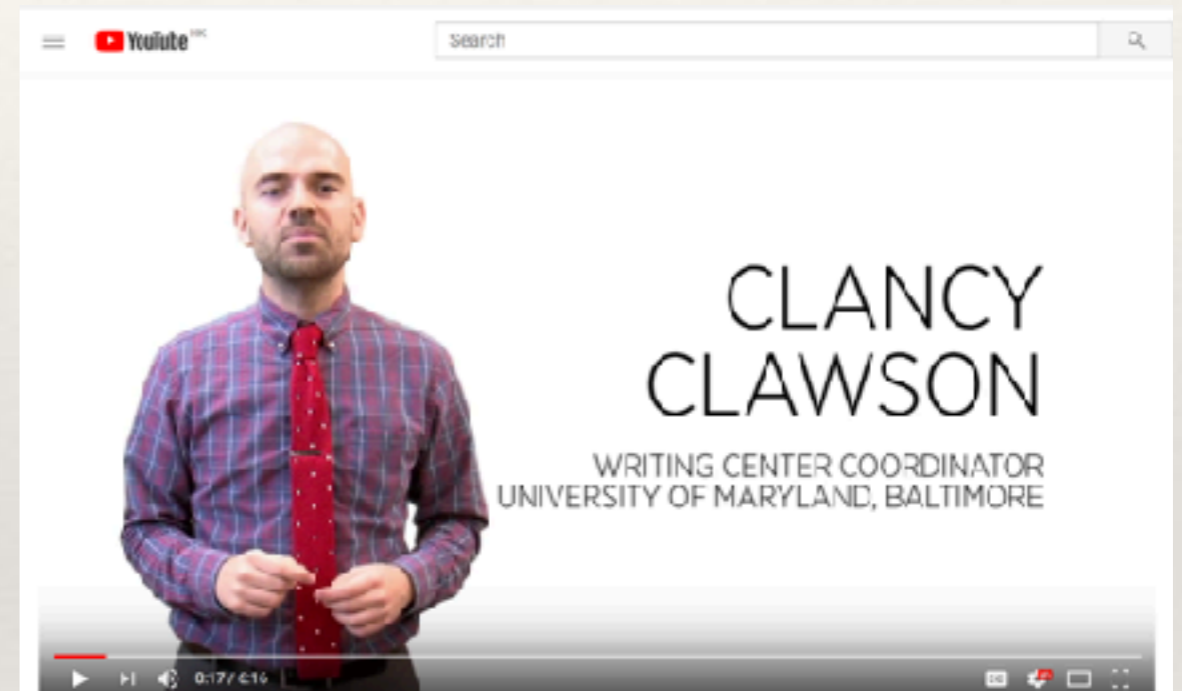
Watch The Rhetorical Situation

- ❖ Overview of Unit
- ❖ Who Are You? (handout)
- ❖ [What is Rhetoric? \(video\)](#)
- ❖ Vocabulary

Take notes in your notebooks.

Answer the following:

- What is rhetoric?
- How do speaker/writer topic, and audience work together in the rhetorical situation. Draw a diagram/chart to illustrate



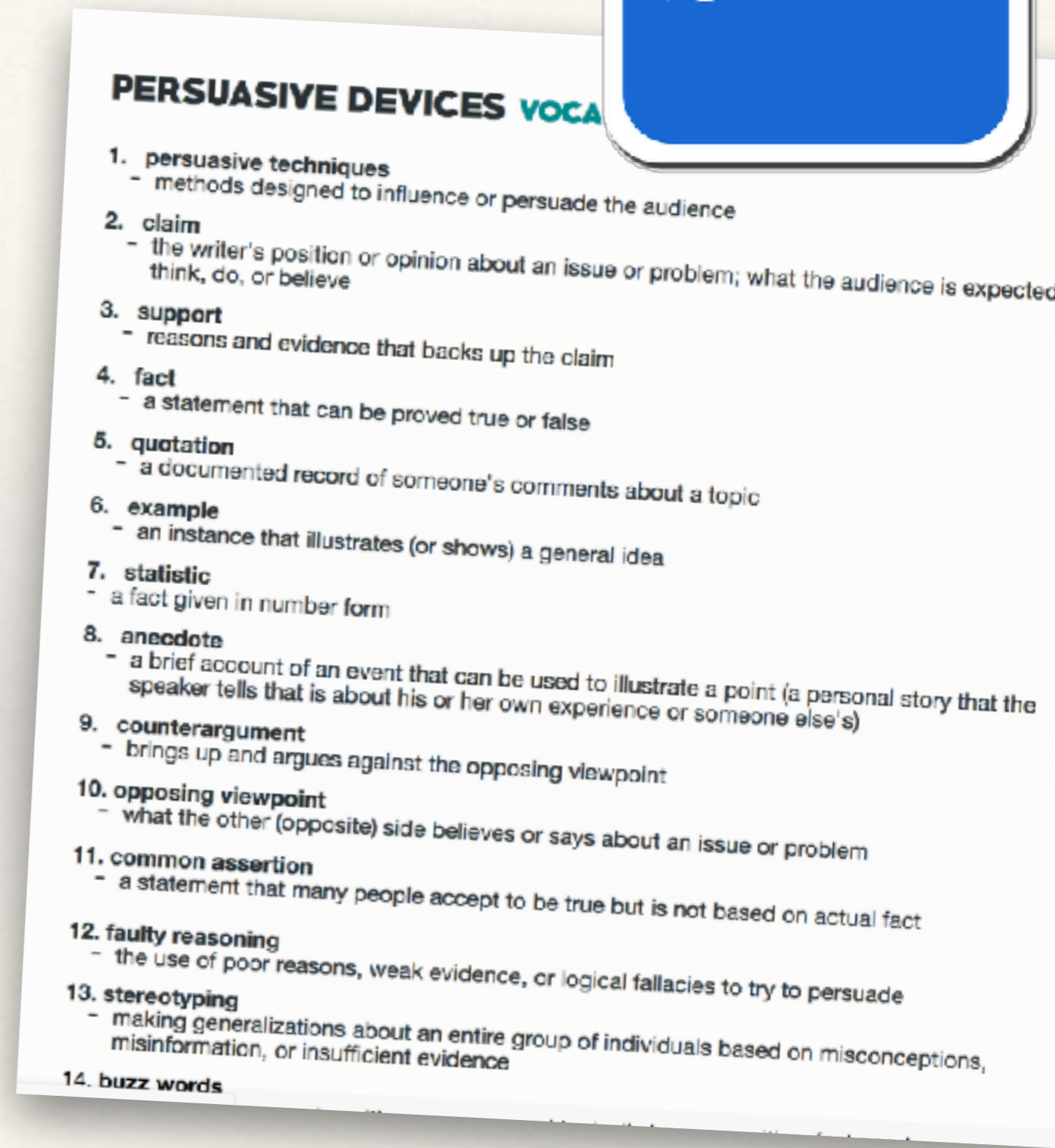
Vocabulary:

Homework - due next class

Create a QUIZLET with first 7 vocabulary words

1. Persuasive techniques
2. claim
3. support
4. fact
5. quotation
6. example
7. statistic

Upload your link to the google doc on MB



LESSON 2

- ❖ Homework check
- ❖ Anticipation guide
- ❖ Pathos, Logos, Ethos (video)
- ❖ Persuasive Techniques in Advertising

- ❖ Homework Check (Vocabulary)
- ❖ Anticipation Guide/discussion
- ❖ Watch Pathos, Logos, Ethos videos
- ❖ Complete Pathos Logos Ethos worksheet
- ❖ Persuasive Techniques in advertising handout **KEEP IN NOTEBOOK**

THE POWER OF PERSUASION

NAME _____ DATE _____

ANTICIPATION GUIDE
USE THE POWER OF PERSUASION

Directions:
Read each statement.
1. Think about what degree you agree or disagree with each statement.
2. Jot a number from 1 to 5 to show your opinion.
3. Then, write a response for your opinion on the line.
4. Answer questions that have been discussed, or are discussed at a class meeting.

1. Advertising has an effect on how I think.

Strongly Agree ←————→ Strongly Disagree

Why I think this:

2. Advertising convinces families to effect a change in how we make our decisions.

Strongly Agree ←————→ Strongly Disagree

Why I think this:

PERSUASIVE TECHNIQUES IN ADVERTISING

The persuasive techniques used by advertisers who want you to buy their product can be divided into three categories: **ethos, logos, and pathos.**

ethos: an appeal to credibility.

An advertisement's selling method will attempt to evoke an emotional response in the consumer. Sometimes it is a positive emotion such as happiness, an image of peace and love, love and affection, or a sense of humor. Other times, advertisers use the negative emotion such as fear. A person buying dairy products may worry that buying organic **WHOLE** can save money because such as fear and guilt is a part of a strategy that persuades you to **SAVE** money.

Logos: an appeal to logic or reason.

An advertisement using **logic** will give you the evidence and statistics you need to fully understand what the advertiser says. The **logos** of an advertisement will be the "straight facts" about the product. One piece of Florida orange juice contains 70% of your daily Vitamin C needs.

Ethos: an appeal to credibility or character.

An advertisement using **ethos** will try to convince you that the company is trustworthy, honest, and reliable. Therefore, you should buy its products. **Ethos** often involves mentions from reliable sources, such as your school's science teacher, your doctor, or your favorite athlete.

Practice finding pathos, logos, and ethos in each of the following:

- _____ A milk is closer to your heart than any other milk because it's made from cows.
- _____ Tiger Woods announced his wedding.
- _____ I got a 100% on my test.
- _____ A 30-oz. bottle of this juice costs 10 cents less than a 20-oz. bottle.
- _____ A commercial shows an honest 10-hour worker who is a hero.
- _____ Teaching is a noble profession that is essential to the future of our country.
- _____ After 1000-000 people spent 8 hours of their lives per year, the world is a better place.
- _____ After 1000-000 people spent 8 hours of their lives per year, the world is a better place.
- _____ People who read more are more successful in life.
- _____ A massive ad shows people smiling while smoking cigarettes.



TYPES OF APPEAL:

1. **emotional appeal** - appeals to the viewer's emotions.
2. **logical appeal** - appeals to the viewer's logic and reason.
3. **appeal to pity** - appeals to the viewer's sympathy and compassion.
4. **appeal to vanity** - appeals to the viewer's desire to be seen in a positive light.
5. **appeal to authority** - appeals to the viewer's desire to follow the lead of a trusted authority.
6. **appeal to fear** - appeals to the viewer's desire to avoid a negative outcome.
7. **appeal to greed** - appeals to the viewer's desire to gain something of value.
8. **appeal to curiosity** - appeals to the viewer's desire to know more.
9. **appeal to habit** - appeals to the viewer's desire to continue a familiar routine.
10. **appeal to social status** - appeals to the viewer's desire to be seen as a member of a certain social group.
11. **appeal to self-interest** - appeals to the viewer's desire to benefit themselves.
12. **appeal to the future** - appeals to the viewer's desire to improve their future.
13. **appeal to the past** - appeals to the viewer's desire to relive a happy memory.
14. **appeal to the present** - appeals to the viewer's desire to enjoy the moment.
15. **appeal to the unknown** - appeals to the viewer's desire to explore the unknown.



LESSON 2

- ❖ Homework check
- ❖ Anticipation guide
- ❖ Pathos, Logos, Ethos (video)
- ❖ Persuasive Techniques in Advertising

- ❖ Watch Pathos, Logos, Ethos videos
- ❖ Complete Pathos Logos Ethos worksheet



Persuasive Techniques in Advertising

The persuasive strategies used by advertisers who want you to buy their product can be divided into three categories: **pathos**, **logos**, and **ethos**.

Pathos: an appeal to emotion.

An advertisement using **pathos** will attempt to evoke an emotional response in the consumer. Sometimes, it is a positive emotion such as happiness; an image of people enjoying themselves while drinking Pepsi. Other times, advertisers will use negative emotions such as pain: a person having back problems after buying the "wrong" mattress. Pathos can also include emotions such as fear and guilt: images of a starving child persuade you to send money.

Logos: an appeal to logic or reason.

An advertisement using **logos** will give you the evidence and statistics you need to fully understand what the product does. The logos of an advertisement will be the "straight facts" about the product: One glass of Florida orange juice contains 79% of your daily Vitamin C needs.

Ethos: an appeal to credibility or character.

An advertisement using **ethos** will try to convince you that the company is more reliable, honest, and credible; therefore, you should buy its product. **Ethos** often involves testimony from reliable experts, such as a scientist of one brand's agreement that Crest is the better toothpaste brand or a scientist who agrees that Crest is the better toothpaste brand or a scientist who agrees that Crest is the better toothpaste brand or a scientist who agrees that Crest is the better toothpaste brand.

Practice labeling **pathos**, **logos**, and **ethos** by placing a P, L, or E in the blank:

- _____ A child is shown covered in bug bites after using an inferior bug spray.
- _____ Tiger Woods endorses Nike.
- _____ Sprite Zero is 100% sugar-free.
- _____ A 12-ounce bottle of Tide holds enough to wash 12 loads.
- _____ A commercial shows an image of a happy couple driving in a Corvette.
- _____ Cardiologists recommend Easyn more than any other brand of aspirin.
- _____ Advil Liquid-Gels provide up to 8 hours of continuous pain relief.
- _____ Nike Cyran appears in Nike advertisements.
- _____ People who need more energy drink Red Bull Energy Drink.
- _____ A magazine ad shows people smiling while smoking cigarettes.



LESSON 2

- ❖ Homework check
- ❖ Anticipation guide
- ❖ Pathos, Logos, Ethos (video)
- ❖ Persuasive Techniques in Advertising

❖ Persuasive Techniques in advertising handout **KEEP IN NOTEBOOK**

TYPES OF APPEALS

- 1. emotional appeals**
 - use feelings, rather than facts, to persuade
- 2. logical appeals**
 - use solid reasoning and facts to convince readers
- 3. appeal to pity**
 - a type of emotional appeal that tries to persuade by making the audience feel sorry for whatever or whoever the subject is
- 4. appeal to vanity**
 - a type of emotional appeal that plays on the audience's pride in their appearance or status and their desire to "be cool" or look good
- 5. appeal to loyalty**
 - plays on the audience's desire to show their loyalty to a group (includes patriotism)
- 6. plain folks appeal**
 - connects an idea or product to something the audience finds comforting or familiar: People just like you buy it, so why don't you? For example, a man with strong features and a weather-beaten face says he eats eggs every day.
- 7. famous folks appeal**
 - Someone you respect or like says the product is good. For example, Tiger Woods or Alicia Keys uses this blue soap.
- 8. bandwagon appeal**
 - plays on the audience's desire to be one of the group, to not be left out. Everybody is buying it. If you do not, you will be left out. For example, showing thousands of people heading towards a place or buying a product.
- 9. appeal to authority**
 - persuades by using celebrities or experts to support a product or idea
- 10. ethical appeals**
 - link to commonly held beliefs or values such as our civic duty, responsibility, justice, or sense of what's right.
- 11. Appeal to experts.**
 - Someone with authority tells you to buy it. For example, Three out of five doctors recommend our brand of cough medicine. But, we don't know if the doctors are qualified to judge the product and whether the doctors were paid to endorse the product.
- 12. name-calling**
 - the practice of attacking the person who makes an argument rather than showing the flaws in the argument itself. Also known as personal attack; involves negative loaded language

LESSON 3

- ❖ The Art of Rhetoric (video)
- ❖ Take notes of your observations
- ❖ Homework, vocabulary words 8-14



- ❖ Download the transcript for The Art of Rhetoric
- ❖ View the Art of Rhetoric. Explore how television, print and online advertisements utilize the three rhetorical strategies.
- ❖ Take notes of your observations



Video Title: Persuasive Techniques in Advertising
Transcript by Chelsea Majors

Summary: The Art of Rhetoric: Persuasive Techniques in Advertising... Persuasive techniques appear in a variety of media, from a high school debate to a billboard to a mobile app to a brightly lit billboard on the street. Regardless of the mode of transmission, the goal often remains the same: convince the audience of your point of view. That point of view may be political, informative, or simply, "Buy this product instead of that one!" Authors of a written persuasive essay use similar strategies. They make emotional appeals, build credibility and trust, and use logic and reason, all to convince the reader that their perspective is believable and true. Unlike philosopher Aristotle used three terms to describe these rhetorical strategies: pathos, logos, and ethos. Not every advertisement will use all three of these techniques, but most use at least two to persuade the consumer to invest in a product or idea. We'll first start by taking a look at advertisements that feature pathos. An argument using pathos will attempt to create an emotional response in the audience. Before we get into advertising, let's envision this as a persuasive essay.

Situation: Imagine that you failed math last semester, your school's strict anti-cell phone policy kept you from using your calculator app or that your sister gives birth to your baby nephew but you have no idea because your teacher won't let you check your text messages...

Summary: Notice how this essay attempts to evoke two emotions: the fear of failure and the anxiety of missing out on important news in order to persuade you. Now, let's take a look at how this could work in advertising. Notice how the following advertisement uses emotional language to lure you with their product.

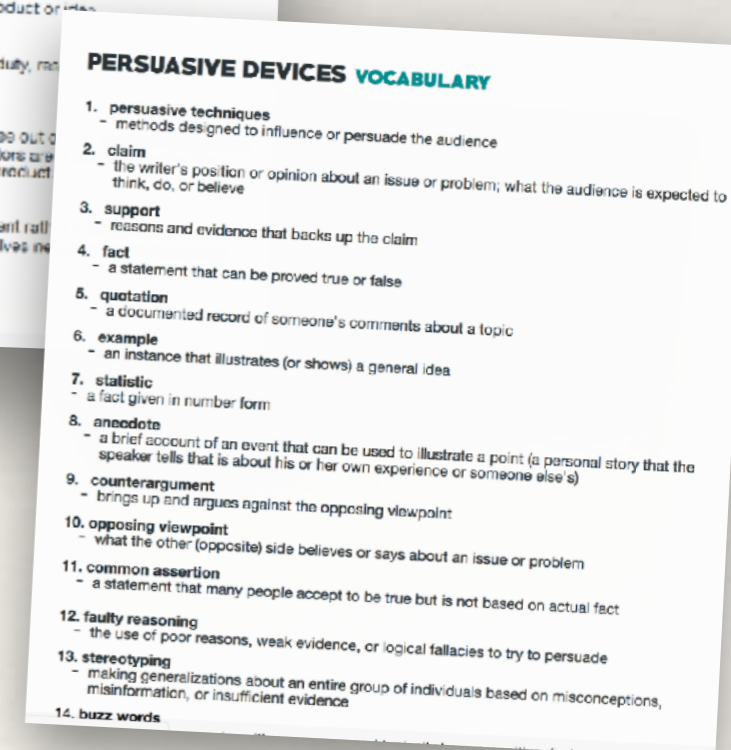
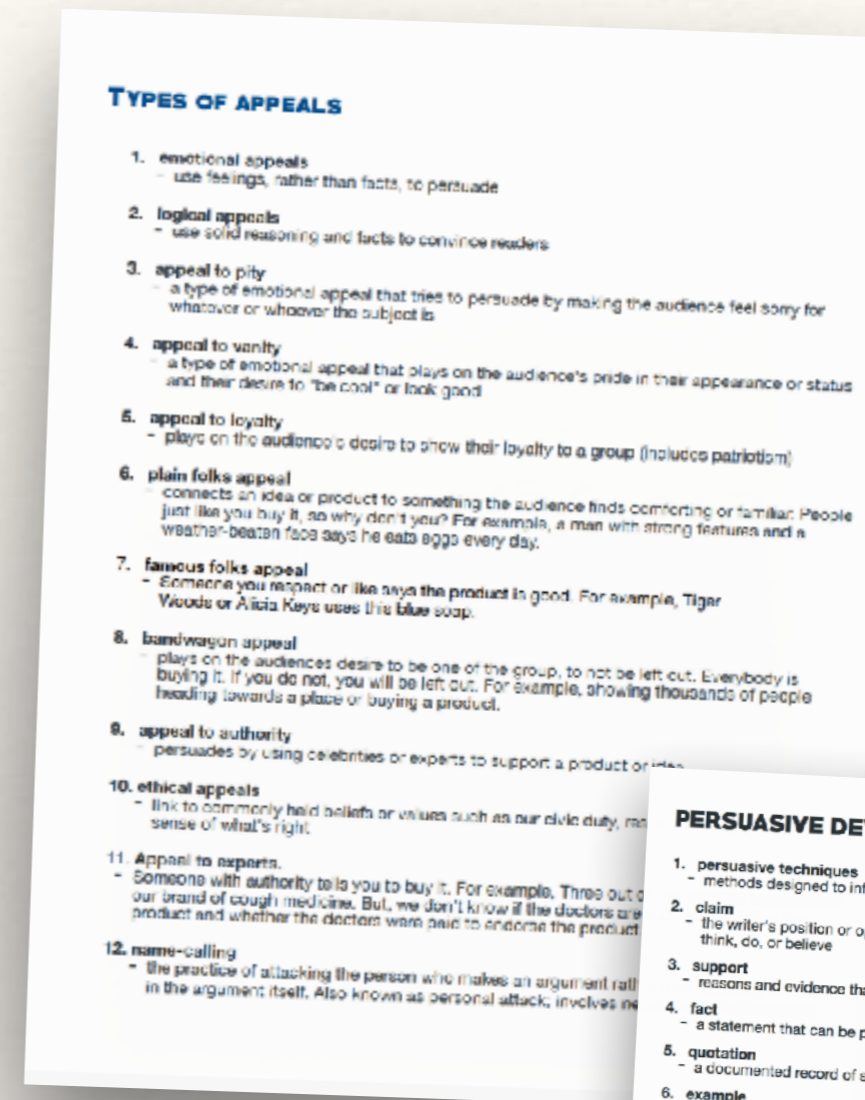
[Advertisements: The first ad for Dave & Buster's shows two young men and a woman drinking while playing a video game. In the second ad, excited children enjoy a birthday party at the restaurant.]

Summary: (Missing out on the McDonald's ad.) In fact, with the Happy Meal, it's right there in the name.

LESSON 3

- ❖ The Art of Rhetoric (video)
- ❖ Take notes of your observations
- ❖ Homework, vocabulary words 8-14

- ❖ Review the Persuasive Techniques (Types of Appeals) handout. These are more specific types of strategies and overlap with pathos, logos and ethos.
 - ❖ You will examine advertisements with your new analytical skills, and applying your knowledge to creating ads of your own.
- ❖ Merit points will be given to all identified examples of advertisements provided to me.
- ❖ **Homework: vocabulary words (Persuasive Devices 8-14) add to your current QUIZLET. DUE NEXT CLASS**



LESSON 4

- ❖ Homework check
- ❖ Quick Write
- ❖ Analyzing Ads -continue for homework
- ❖ complete work for Homework due next class

- ❖ Vocabulary homework check
- ❖ Quick write
- ❖ Analyzing ads assignment

“Character may almost be called the most effective means of persuasion.”

Aristotle



Analyzing Ads

Choose six advertisements: two magazine ads, two television commercials, and two Internet-based advertisements—and explain how each uses pathos, logos, and ethos. Not every advertiser will use all three, but examine the ad carefully before you decide to write "none." Also list any other strategies used. Refer to the definitions and examples given earlier in the text.

Product Name	Use of pathos	Use of logos	Use of ethos	Other strategies
Product 1				
Product 2				
Product 3				
Product 4				
Product 5				
Product 6				

QUICK WRITE

In your notebooks, title and date your page 'Quick Write'

Write a 50-100 word response to this quote.

- *What do you think it means?*
- *Do you agree or disagree? Why - why not?*
- *Can you give an example to support your thoughts?*



- ❖ Homework check
- ❖ **Quick Write**
- ❖ Analyzing Ads -continue for homework
- ❖ Homework due next class

“**Character may almost be called the most effective means of persuasion.**

Aristotle

LESSON 5

❖ Analyzing ads assignment

❖ Today you will have the opportunity to analyze real ads for real products. The goal of this activity will be to examine how advertisers skillfully use multiple strategies to persuade their audiences.

❖ Resource: Go to [website for links](#) to advertisement samples

You will analyze six advertisements: two print ads, two television commercials, and two Internet advertisements. The Internet advertisements should take the form of marketing Websites featuring a particular product, or pop-ups/embedded ads in Websites unrelated to the product.

Analyzing Ads

Choose six advertisements: two magazine ads, two television commercials, and two Internet-based advertisements—and explain how each uses pathos, logos, and ethos. Not every advertiser will use all three, but examine the ad carefully before you decide to write "none." Also list any other strategies used. Refer to the definitions and examples given earlier for help.

Product Name	Use of pathos	Use of logos	Use of ethos	Other strategies
Product 1				
Product 2				
Product 3				
Product 4				
Product 5				
Product 6				



LESSON 6

Advertising Advantages

- Analyzing Ads homework is due
 - Review Female Stereotypes
-
- Complete the Advertising Advantages assignment
 - **DISCUSSION:**
 - Which ads could be viewed as harmful or unfair to a group of people?
 - Can targeting a specific demographic encourage stereotyping?
 - When do you see stereotyping used in advertisements?



Imagine you are working on an advertising campaign for a new product. You've been assigned the task of preparing a report on the benefits of three types of advertising: on television, in print media, and online. Your ideas will help the team choose an advertising strategy.

List the advantages (from an advertiser's standpoint) of using each type of media. Whenever possible, try to connect these advantages to **pathos, logos, and ethos**.

Advantages of advertising on television

Example: The use of sound demands the viewer's attention.

- 1.
- 2.
- 3.
- 4.

Advantages of print advertising

Example: People can take their time reading the ad.

- 1.
- 2.
- 3.
- 4.

Advantages of Internet-based advertising

Example: Consumers can often purchase the product immediately.

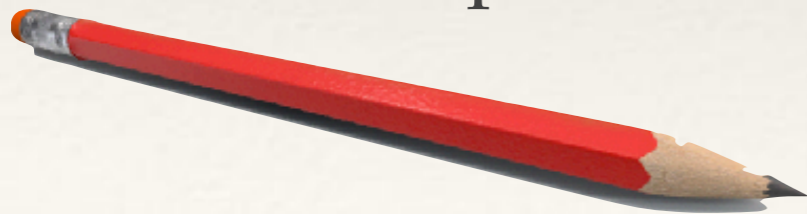
- 1.
- 2.
- 3.
- 4.



LESSON 7

Editorials

- **REVIEW:**
 - Read the sample editorials
 - With a highlighter, identify the various types of persuasive appeal being used.
 - In groups of 3, make a list of topics one could write an editorial piece on



Sample Editorials

Editorial 1: The Dangers of the Selfie, Courier Editorial Staff, Sept. 20, 2015

The Courier: http://wfcourier.com/news/opinion/editorial/the-dangers-of-the-selfie/article_5eec703a-2bce-5d8f-a042-c00c928c42b7.html

All too frequently, common sense takes a holiday with a cellphone in hand.

According to the National Safety Council, an estimated 1.6 million accidents occur annually as distracted drivers text. The University of North Texas Health Science Center has determined 16,141 deaths occurred as a result of texting while driving.

Those are frightening statistics for anyone on the road who could become the victim of such wanton negligence.

But the dangers in the digital divide don't stop there. In this Age of Internet Narcissism, dozens of deaths annually have been attributed to selfies — self-portraits using cellphones often taken in unusual circumstances.

A North Carolina driver was killed when she crashed into a truck while posting a selfie of herself singing Pharrell Williams' "Happy." A pilot in Colorado lost control of his Cessna 150, killing himself and his passenger. A Puerto Rican musician died while taking a selfie on a motorcycle. A Polish couple crossed a safety barrier and fell off a cliff in Portugal while taking a selfie as their children watched.

Several instances of "death by selfie" occurred while the photographer inadvertently pulled the trigger of a loaded gun in the other hand.

Assessment



You will now synthesize all that you have learned about advertising. You may work with a small group or individually.

Choose one of the following projects:

- *create a demo commercial for a fictional product*
- *create an online fashion editorial*
- *create a public service announcement*
- *promote a school activity/event*
- *create a political cartoon and present to the class*
- *write and publish a letter to the editor about a current event*

1. First, decide on a product/event to advertise. Form a small group if needed.
2. Next, determine the target audience for their product, remembering previous lessons on demographics.
3. Use the [Planning Your Advertisement](#) sheet to plan for your advertisement
4. See lessons, resources, examples of project ideas and rubrics on [Myp Language B website](#)

