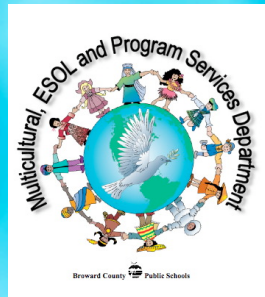


Crystal Blue Persuasion

Persuasion in Action



Miriam Acevedo
Bunny Frye
Arlene Miller
Rosemarie Richard

Spot the Fib

- ⦿ I ride my Harley every chance I get!
- ⦿ I made it to the second round of "The Apprentice" tryouts!
- ⦿ I am a Bungee Jump survivor!
- ⦿ I matched three numbers and the Power Ball last month!

Objectives

Content:

- Identify ideas to promote persuasive writing using various activities.

Language:

- Spot the fact or fib based on the powers of persuasion.
- Write two sentences using the Magnificent Seven.
- Take a stand on the Value Line and complete a sentence frame.
- Identify key persuasive writing vocabulary.
- List ideas for adapting activities to your classroom.

The Magnificent Seven

Claim

Ethos

Big Names

Pathos

Logos

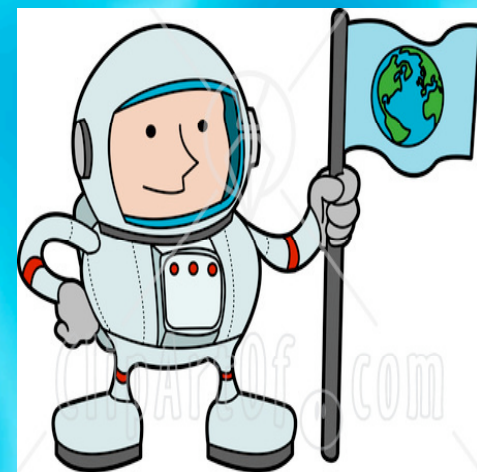
Kairos

Research

PS: Claim

State your main point.

Example: I am going to convince you that after school curricular activities are necessary to our middle school students.



PS: Big Names

Experts or important people that support your side of the argument.

Example: President Barack Obama played basketball for Punahou High School in 1979. They made it to the Hawaiian State Finals.



PS: Logos

Using logic, numbers, facts, and data to support your argument.

Example: 17.6 million dollars would be saved with the elimination of these programs.



PS: Pathos

Appealing to your audience's emotions.

Example: We cannot afford to squander our children's future.



PS: Ethos

Making yourself seem trustworthy and believable.

Example: My father is a role model. He is the head football coach for the Mosquito Swamp High School Buzzards.



PS: Kairos

Building a sense of urgency for your cause.

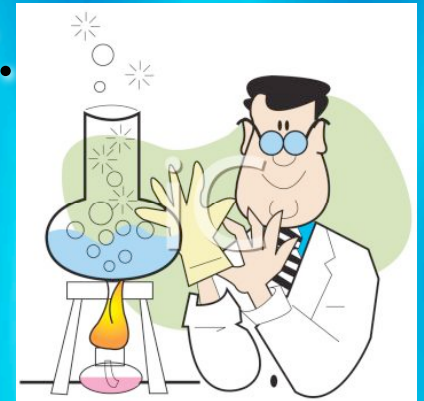
Example: If we let this slip away now, we may never regain this opportunity to have these sport programs in our schools.



PS: Research

Using studies and information to make your argument seem more convincing.

Example: A recent study by the National Sports Association found that school districts that implement sports programs experience a 49% increase in student achievement.



The Magnificent Seven

Claim- state your main idea

Big Names- experts & important people

Logos- numbers, facts & data

Pathos- appeal to the reader's emotions

Ethos- make yourself seem believable

Kairos- sense of urgency

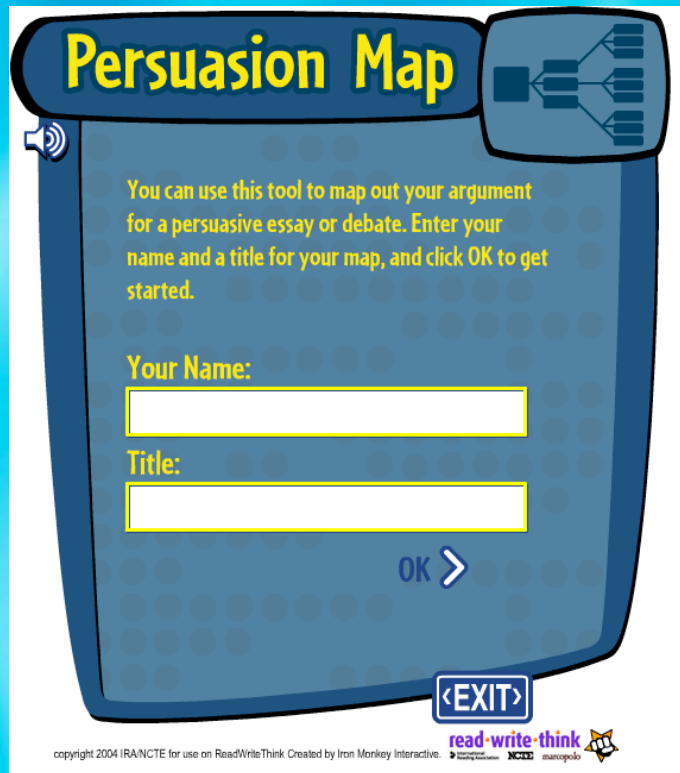
Research- use studies & info

Value Line

"I am standing here on the Value Line
because _____."

"I think you should move over here
because _____."

Interactive Graphic Organizer



Persuasion Map

You can use this tool to map out your argument for a persuasive essay or debate. Enter your name and a title for your map, and click OK to get started.

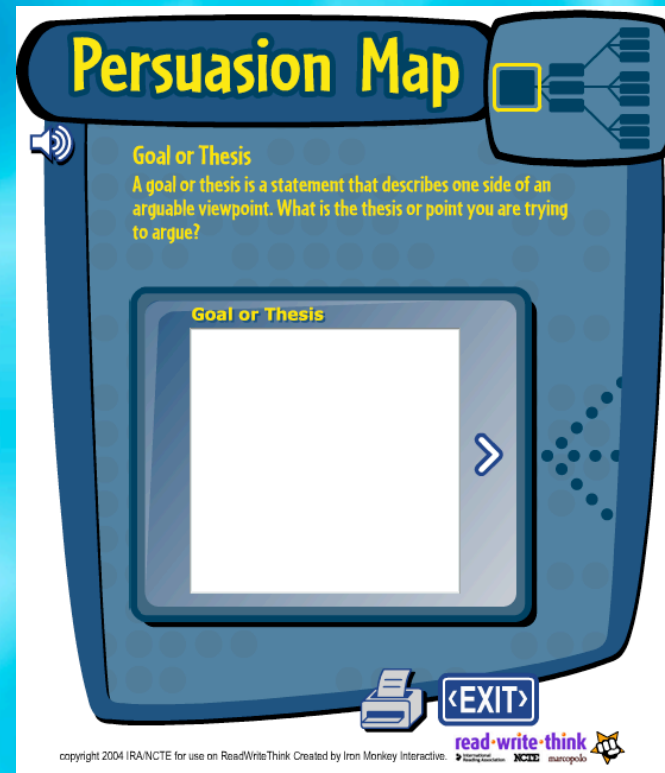
Your Name:

Title:

OK >

<EXIT>

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Persuasion Map

Goal or Thesis
A goal or thesis is a statement that describes one side of an arguable viewpoint. What is the thesis or point you are trying to argue?

Goal or Thesis

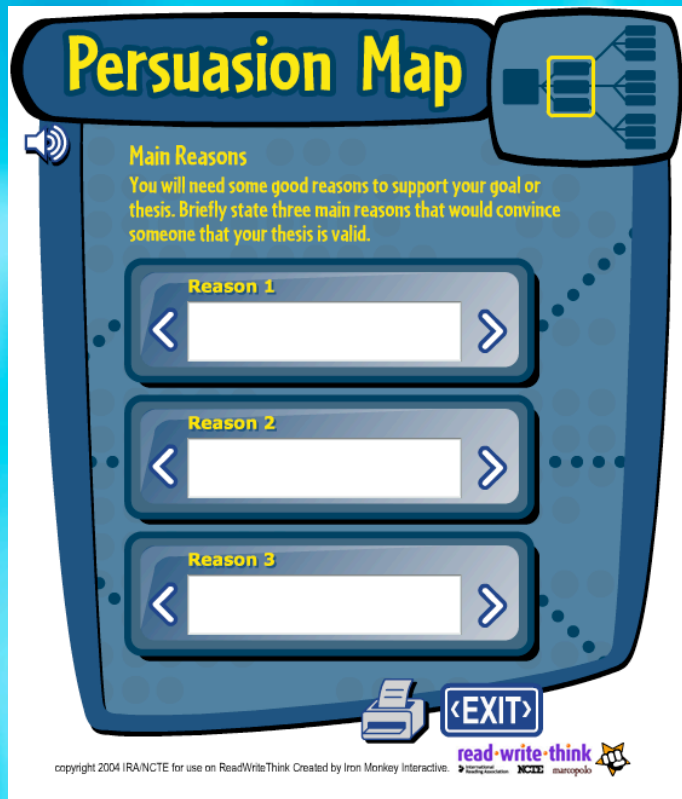
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www.readwritethink.org/materials/persuasion_map

Interactive Graphic Organizer




Persuasion Map

Main Reasons
You will need some good reasons to support your goal or thesis. Briefly state three main reasons that would convince someone that your thesis is valid.

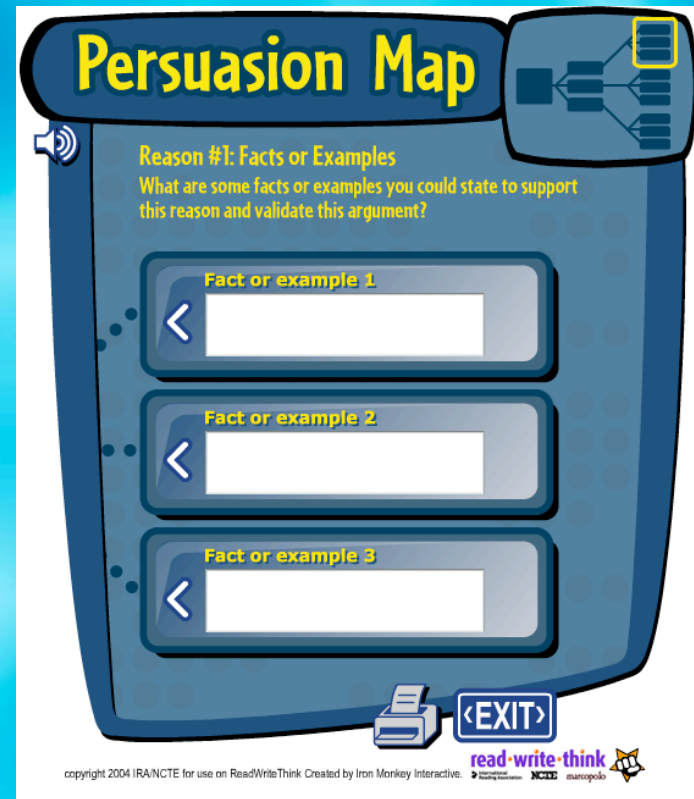
Reason 1
< >

Reason 2
< >

Reason 3
< >

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Persuasion Map

Reason #1: Facts or Examples
What are some facts or examples you could state to support this reason and validate this argument?

Fact or example 1
< >

Fact or example 2
< >

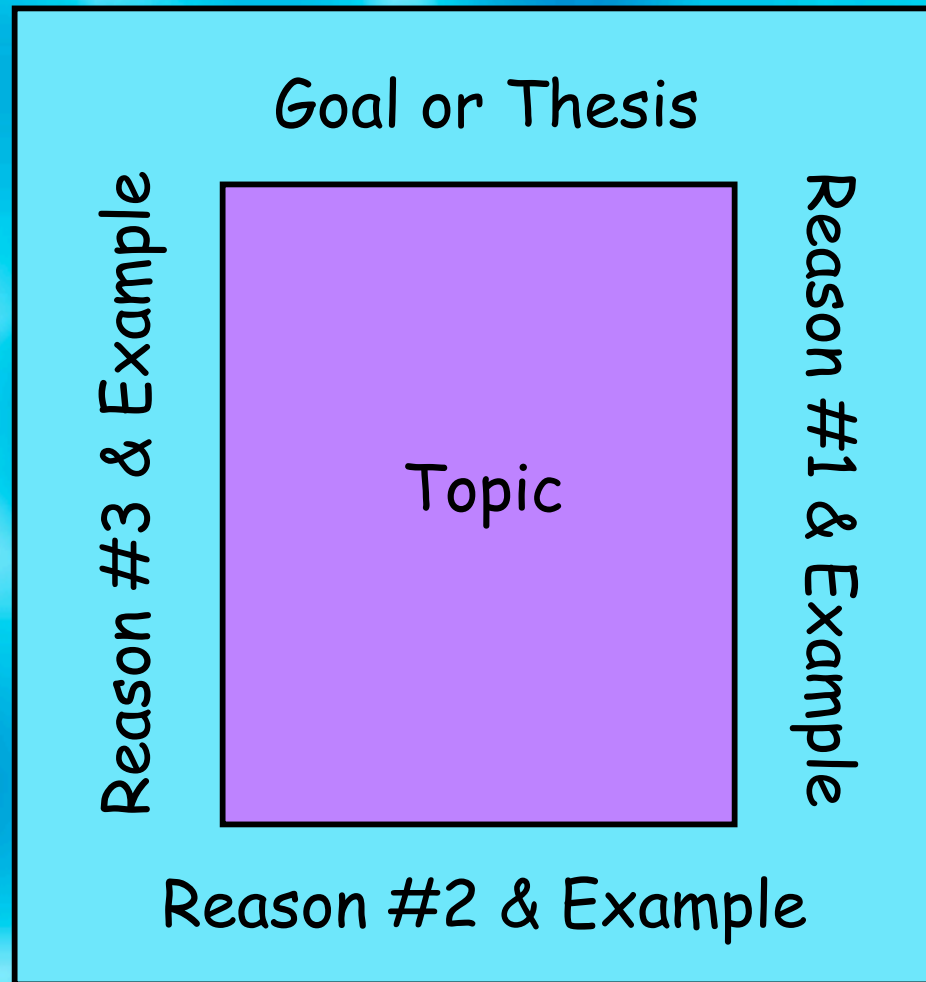
Fact or example 3
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The Frame Up



Swat the Vocabulary

Claim

Response Cards

Ethos

Big Names

Kairos

Logos

Pathos

Graphic Organizer

Research

Reflective Journal

How can I use these activities in my classroom?

- ◎ The Magnificent Seven
- ◎ Value Line
- ◎ Spot the Fact or Fib
- ◎ Vocabulary Swat
- ◎ The Frame Up

Crystal Blue Persuasion Powerpoint Presentation

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Click Best Practices

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