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Lesson for EDI certification

Reading Comprehension 2.8

Grade 6

Note instances of unsupported inferences, fallacious reasoning, persuasion, and propaganda in text.

Learning Objective

- We will identify **instances¹** of **persuasion** in text.

¹examples

prepronounce

What are we going to do today? PS 2x

- Advertisements affect products' popularity.
- For example, I was influenced by watching an advertisement on t.v. that made me want to buy an ipod.

Tell your partner about a time you were influenced to purchase a certain product.

Frame: I was influenced to buy_____because_____.

APK Today we will identify persuasion in text.

Persuasion is use of language or visual images to get you to believe or do something.

- Writers use persuasive techniques such as:
 1. **Logical appeals** : reasons or facts aimed at audience judgment
 - *Scientists have discovered 3 of 4 people*
 2. **Emotional appeals** : stir the feelings of the audience
 - *Everybody's buying it*
 3. **Loaded words** : words with positive or negative connotations
 - *Greatest, the best, confident, suffer, careless*
 4. **Visuals** : pictures

R-A-J

- What is persuasion?
- Which is an example of persuasion in text?

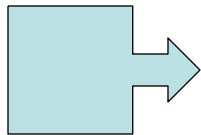
A. This is the greatest book ever written.
– **This book costs \$4.25.**

How do you know that?

Importance

Why do I need to know how to identify instances of persuasion in text?

- you will know when your thoughts are being influenced
- you can try to get people to see things your way
- to build a strong argument
- it is tested on the CST



40 Which detail is intended to persuade the reader that lack of control hinders performance?

- A Good team players know the rules of the game.
- B Uncontrolled anger can actually cause a person to make errors.
- C Additionally, people can be labeled if they act out their frustrations.
- D Teaching students the consequences of their actions is part of sportsmanship.

Have you ever ~~suffered at the~~ hands of a barber or ~~careless~~ hair stylist who cut your hair much shorter than you wanted? Have you ever ~~envied~~ your friends who have long hair? Now ~~you no longer have to wait~~ for weeks, months, or even years for your hair to grow back the way you want it to. With SHINE-N-GROW shampoo, your ~~hair can grow faster than you ever dreamed possible~~. We guarantee that in no time at all, you can achieve the look everyone wants: a full head of hair that's long, healthy, and shiny.

You no longer
have to wait

your hair can grow
faster than you
ever dreamed
possible

suffered
careless
envied

SHINE-N-GROW shampoo contains a unique combination of vitamins, minerals, and hair-growth ingredients that

- * directly provide nutrients to each strand of hair to help it grow
- * wash away dullness and replace it with shine
- * bring life back to dry or damaged hair

combination
of vitamins,
minerals,
and hair-growth
ingredients

wash away dullness

bring life back

unique

directly provide
nutrients

SHINE-N-GROW ~~research scientists~~ have discovered a combination of natural ingredients that helps hair grow faster. ~~Studies have shown~~ that the average person's hair grows at a rate of one-fourth to one-half inch or less per month. ~~A study~~ was conducted to determine the effects of using the SHINE-N-GROW formula. ~~The results~~ were ~~amazing!~~ ~~Test subjects reported~~ hair growth of up to five inches in three months! (See our Web site for results.)

Closure

- What is the use of language or visual images to get you to believe or do something?
- Why is it important that you can identify instances of persuasion in text?

Which of the following statements uses the persuasive technique *logical appeal*?

- Using Shine-n-Grow guarantees that you'll always have long, shiny hair.
- Customers who buy Shine-n-Grow never use any other shampoo again.
- Shine-n-Grow shampoo contains a unique combination of vitamins, minerals, and hair-growth ingredients.
- Shine-n-Grow is the only shampoo that speeds up hair growth.

Independent Practice

- In your HLLA on page 712, complete the last 4 paragraphs by filling in your graphic organizer.

LO: We will identify instances of persuasion in text.

Persuasion is the use of language or visual images to get you to believe or do something.