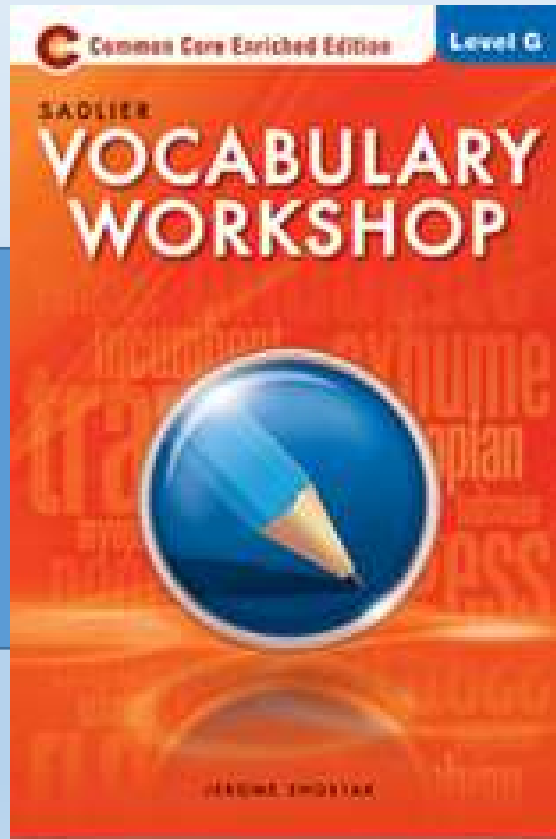


# Bell Ringer:

Work on your Unit 1 Vocabulary (pages 17-18) in your Sadlier Vocabulary Book. Whatever is not finished during your warm up will become homework.

I will be checking your books for completion during your Unit 1 Quiz on October 1<sup>st</sup>.



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Before we start our notes, look at your anticipation guide for Puritanism that we completed last class. Choose one statement that you strongly disagree with and defend your point of view in a 5-7 sentence persuasive paragraph.



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# Archetypes

- Carl Jung recognized that there were universal patterns in all stories and mythologies regardless of culture or historical period and hypothesized that part of the human mind contained a collective unconscious shared by all members of the human species, a sort of universal, primal memory.
  - Recognizing archetypal patterns in literature brings patterns we all unconsciously respond to in similar ways to a conscious level.



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# Archetypes Continued

- The term archetype can be applied to:
  - An image
  - A theme
  - A symbol
  - An idea
  - A character type
  - A plot pattern

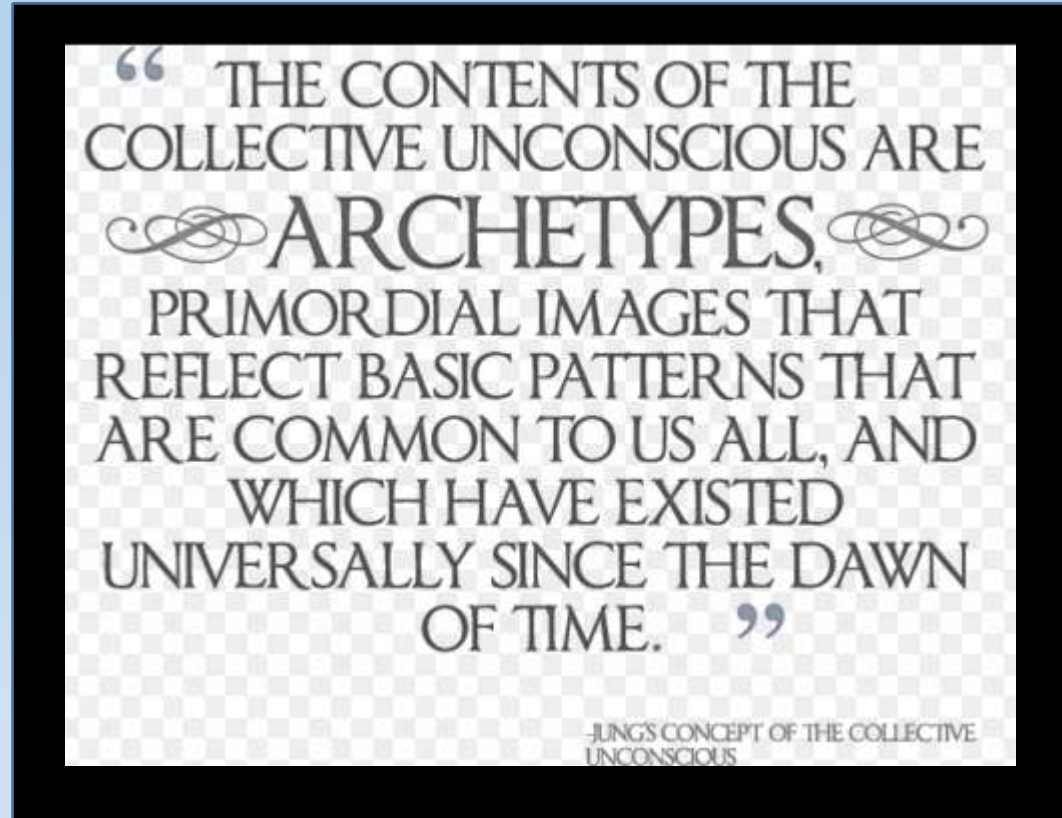


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Archetypes can be expressed in:

- Myths
- Dreams
- Literature
- Religion
- Fantasies
- Folklore



## [Archetypes in Literature \(and Movies\)!](#)

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# Puritan Literature



## Literature Surrounding the Exploration and Colonization of the New World

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# Who were they?

- A group of people who went against the Church of England with the goal of social, moral, and religious reform.
- Some Puritans remained in England and were very strict in their beliefs (even had a king beheaded)
- Those that came to America were seeking some freedom from the strict doctrines in England



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# Puritan Values



- **Hard work and self-sacrifice**
- **Honored material success (unexpected!)**
  - **Wealth was seen as the reward of living a moral and good life.**
- **Family life, community service, art, and literature**
  - **Puritans were the first in the colonies to establish a printing press, free public grammar schools, and a college (Harvard).**



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# Puritan Beliefs



- **Puritans were arrogant in their faith and had no tolerance of other viewpoints**
- **Believed that humans are inherently evil (born evil) and were in a constant struggle to overcome this sinful nature**
- **One can only be saved if God felt they deserved it; it had nothing to do with individual effort**
- **The Bible is seen as the supreme authority on all the earth. This not only guided church, but also morals, society, government, and life in general.**

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# So What...



• Their contributions to American Literature are very important because:

- Literature was used to teach morals
- Literature was used to keep records for governments
- Literature was used to teach literacy (The Bible, The New England Primer)
- Help later authors (Hawthorne/Miller) to look into the psychological effects of sin and guilt on people
- Helped to develop the separation of church and state (Salem Witch Trials)



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In *Adam's Fall*  
We Sinned all.

Thy Life to Mend  
This *Book* Attend.

The *Cat* doth play  
And after slay.

A *Dog* will bite  
A *Thief* at night.

An *Eagles* flight  
Is out of fight.

The *Idle Fool*  
Is whipt at School.



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# What will we do during this unit?

- **Readings of the following texts:**
  - **The poetry of Anne Bradstreet**
  - **A Puritanical sermon by Jonathan Edwards**
  - **A Play written during the 1950s about the Salem Witch Trials called *The Crucible***
- **Develop persuasive writing skills and understand how persuasion is organized and used effectively**
- **Further understand the impact of culture on American Literature and society in general** [Puritan Video](#)

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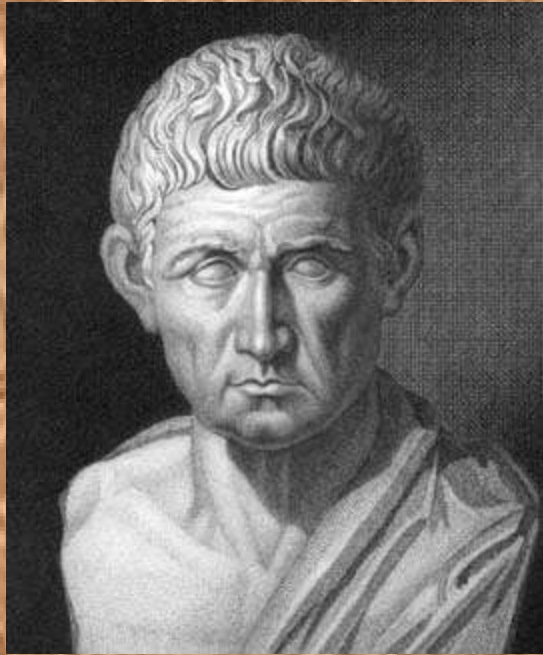
# Rhetoric

The art of speaking or writing effectively

What Aristotle called the ability to see the available means of persuasion

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# Aristotle

In the 4<sup>th</sup> Century B.C.E  
Greek philosopher  
Aristotle defined rhetoric  
and its three appeals in  
his work *On Rhetoric*.

Ethos

Pathos

Logos

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# The three basic appeals

## Ethos

Appeals based on the character and reputation of the speaker

## Pathos

Appeals based on the emotions of the audience

## Logos

Appeals based on logic and reason



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# Ethos

Before anyone can convince an audience to accept what they have to say, they must convince the audience they are credible.

There are many aspects to building your credibility:

Does the audience respect you?

Does the audience believe you are of good character?

Does the audience believe you are generally trustworthy?

Does the audience believe you are an authority on this speech topic?

Remember, it isn't enough for the speaker or author be confident or experienced. The audience needs to believe the individual is credible.



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## Pathos

The goal of many anecdotes, analogies, similes, and metaphors is to produce and emotional response.

When using an pathos or emotional appeal consider . . .  
 What feelings do your words evoke (connotation vs. denotation)

What feeling do your visuals and imagery uses evoke?

What feelings does the topic or debate evoke in the speaker?

What feelings does the topic or debate evoke in the competition?



To make its tissue products including Kleenex, the Kimberly-Clark Corporation contributes to the destruction of North America's ancient Boreal. The Boreal forest, essential in the fight against global warming pollution and home to woodland caribou and billions of migratory birds, is being clearcut to supply Kimberly-Clark with hundreds of thousands of tons of trees to make their disposable tissue products. Every day, these forests are being flushed down the toilet or thrown away by unsuspecting consumers across the USA and Canada.

By choosing more recycled fiber and less trees for its disposable tissue products, and by committing to environmentally sound logging operations, Kimberly-Clark could end its part in the destruction of ancient forests like the Boreal. Tell Kimberly-Clark that you want it to stop destroying the Boreal, a part of our natural heritage. Visit [www.kleercut.net/takeaction](http://www.kleercut.net/takeaction) and [www.nrdc.org/paper](http://www.nrdc.org/paper) or call 1-800-219-9280.



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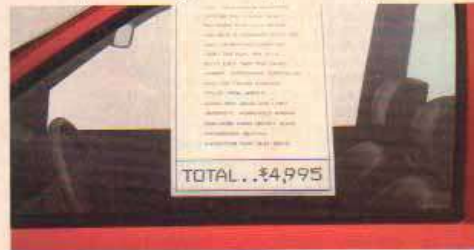
Under the hood, you'll find something very attractive, too. A 1.5 litre overhead-cam engine and front-wheel drive for reliable, economical performance.

You even get a valuable fringe benefit. Free membership in the Cross-Country Motor Club. So you'll always have someone to call on for trip planning or road assistance.

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The good-looking car at the great-looking price.



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Cars that make sense.

## Logos

Logos is synonymous with a logical argument.

These arguments need to . . .

- Make sense
- Be based on facts, statistics, and evidence.
- Include a call-to-action that leads to the desired or promised outcome.

# The Power of Three

Using a list of 3 things or repeated structures to give emphasis or create a memorable impression.

## President Obama's Inauguration Speech

“It’s been a long time coming, but tonight, because of what we did on this day, in this election, at this defining moment, change has come to America.”

It’s been a long time coming, but tonight, because of what we did

1. on this day,
2. in this election,
3. at this defining moment,

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# The Power of Three

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**Julius Caesar**

**“Veni, vidi, vici” (I came, I saw, I conquered)**

**Shakespeare’s Julius Caesar**

***“Friends, Romans, Countrymen. Lend me your ears.”***

**Abraham Lincoln’s Gettysburg Address**

***“We can not dedicate — we can not consecrate — we can not hallow — this ground.”***

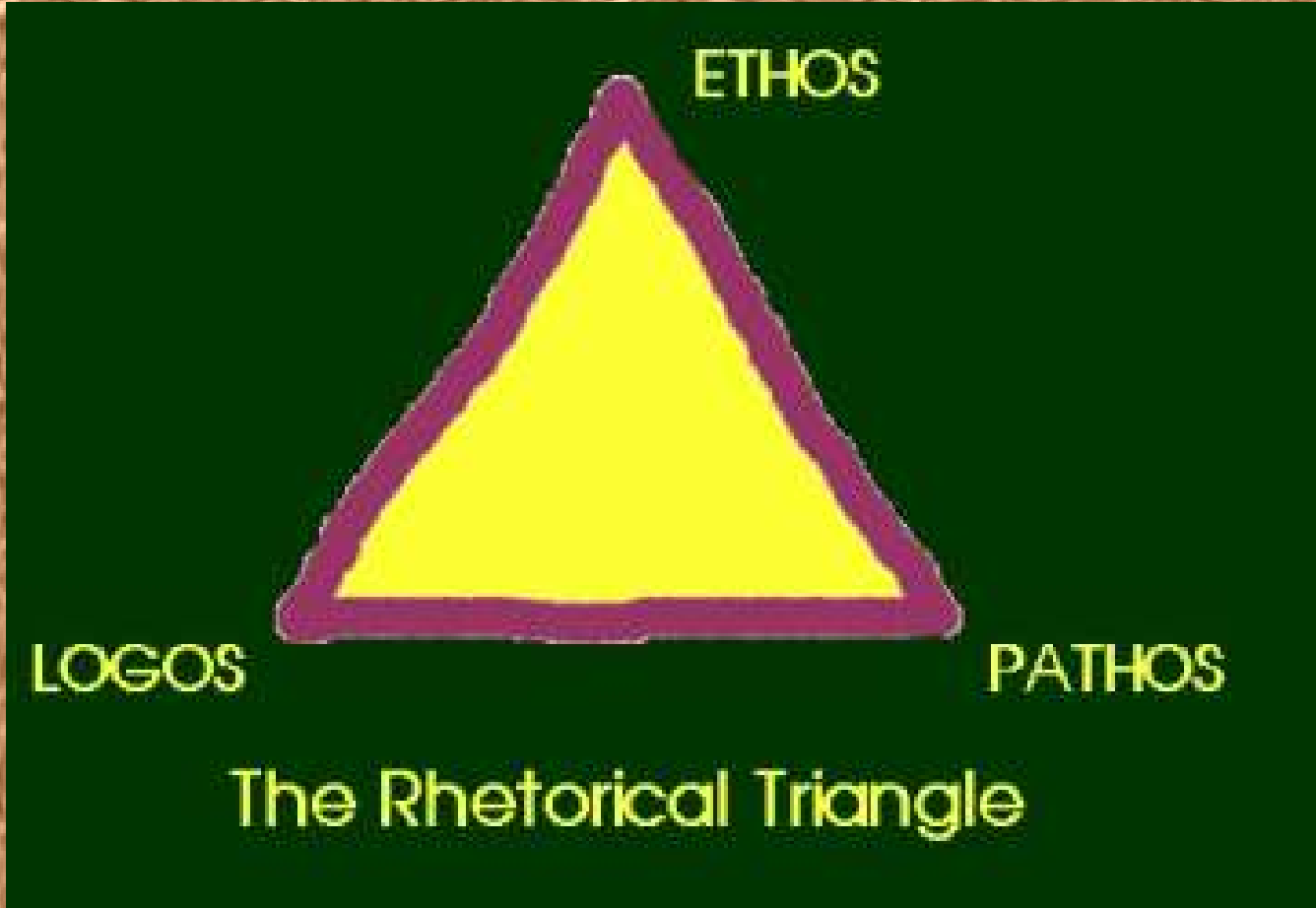
***“Government of the people, by the people, for the people”***

**General MacArthur, West Point Address, 1962**

***“Duty, Honor, Country”* [repeated several times in the speech]**

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Rhetoric

Ethos

Pathos

Logos

Rhetoric Video

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