

English 9 Genre Studies

The Power of Persuasion

Time Frame: 4-6 weeks	Unit Title: The Power of Persuasion	Course Name: English 9 Genre Studies
Stage 1: Desired Results		
Established Goal(s)	Transfer	
<p><i>CCSS.ELA-LITERACY.RI.9-1:</i> Determine an author's point of view or purpose in a text and analyze how an author uses rhetoric to advance that point of view or purpose.</p> <p><i>CCSS.ELA-LITERACY.W.9-10.1:</i> Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.</p> <p><i>CCSS.ELA-LITERACY.W.9-10.8:</i> Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.</p> <p><i>CCSS.ELA-LITERACY.SL.9-10.4:</i> Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.</p>	<p><i>Students will be able to independently use their learning to...</i></p> <ul style="list-style-type: none"> Students will be able to independently use their learning to use rhetorical appeals to persuade effectively through written and verbal expression. Students will be able to independently use their learning to acquire and hone various skills including how the use of rhetorical appeals and persuasive techniques can help with effective communication. Students will be able to independently use their learning to determine which rhetorical appeals and persuasive techniques are most effective for specific audiences and purposes. Students will independently use their learning to craft a TED Talk-inspired speech and visual presentation about a topic of their choice, utilizing rhetorical appeals and persuasive techniques to appeal to their audience. 	
	Meaning	
	<p><u>Understandings</u></p> <p><i>Students will understand that...</i></p> <ul style="list-style-type: none"> Students will understand that rhetorical appeals (pathos, logos, and ethos) can be used to persuade effectively. Students will understand that audience and purpose must be considered when developing persuasive arguments. Students will understand which persuasive techniques are most effective given specific audiences and purposes. Students will understand how to approach the question "How would you change the world for the better?" through a persuasive lens. 	<p><u>Essential Questions</u></p> <p><i>Students will keep considering...</i></p> <ul style="list-style-type: none"> How can rhetorical appeals (pathos, logos, and ethos) be utilized to persuade effectively? What persuasive techniques are most effective for specific audiences/purposes? How would you change the world for the better?
	Acquisition	
	<p><i>Students will know...</i></p> <ul style="list-style-type: none"> Students will know how to define pathos. Students will know how to define logos. Students will be able to define ethos. Students will know how to identify rhetorical appeals. Students will know how to identify persuasive techniques. Students will know how to craft their own persuasive arguments. 	<p><i>Students will be skilled at...</i></p> <ul style="list-style-type: none"> Students will be skilled at using pathos to persuade effectively. Students will be skilled at using logos to persuade effectively. Students will be skilled at using ethos to persuade effectively. Students will be skilled at identifying and speaking to the effectiveness of rhetorical appeals and persuasive techniques given specific audiences and purposes. Students will be skilled at crafting their own persuasive arguments. Students will be skilled at assessing and reflecting upon the quality and effectiveness of their work.

<p><i>CCSS.ELA-LITERACY.L.9-10.3</i>: Apply knowledge of language to understand how language functions in different contexts, to make effective choices for meaning or style, and to comprehend more fully when reading or listening.</p> <p><i>Students will focus on goals and skill acquisition in the following English Language Arts competencies:</i></p> <ul style="list-style-type: none"> ● Reading Informational Texts ● Analytical Writing (Persuasive) ● Research ● Speaking & Listening ● Technology 		
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