

## **NY.CC.11-12.L. Language Standards**

**Vocabulary Acquisition and Use** 11-12.L.6.Acquire and use accurately general academic and domain-specific words and phrases, sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when considering a word or phrase important to comprehension or expression.

## **NY.CC.11-12.SL. Speaking and Listening Standards**

11-12.SL.2.Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data.

Students will

- demonstrate an understanding of three persuasive techniques (pathos, logos, and ethos) and other advertising strategies by completing a labeling activity and an exit ticket.

**Aim:** How do advertisers use the three persuasive techniques known as pathos, logos, and ethos in their advertisements?

**Do now:** Discuss the following questions with a partner. Be prepared to share your answers with the class.

1. Where do you encounter advertising?
2. Which specific advertisements "stick in your head?"
3. What makes these advertisements memorable?
4. Do you think advertisements have an effect on your personal interests?

MEA #1: Read and complete the "Persuasive Techniques in Advertising" handout with a partner.

[http://www.readwritethink.org/files/resources/lesson\\_images/lesson1166/PersuasiveTechniques.pdf](http://www.readwritethink.org/files/resources/lesson_images/lesson1166/PersuasiveTechniques.pdf)

MEA #2: Take notes on the following video:

<http://www.readwritethink.org/videos/rhetoric/video-61.html>

**Exit Ticket:** In your own words define "pathos," "logos," and "ethos"

Pathos \_\_\_\_\_

Logos \_\_\_\_\_

Ethos \_\_\_\_\_

**HW:** Begin looking at advertisements you encounter in terms of these three techniques. Be prepared to discuss them with the rest of the class.