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Excellence through Externships
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9th Grade English Language Arts Lesson Plan: Persuasion & Advertising

Key Concept: Students will learn how appeals to ethos, pathos, and logos function in effective persuasion.

Content Standards:

Word Analysis, Fluency, and Systematic Vocabulary Development:

1.2. Distinguish between the denotative and connotative meanings of words and interpret the connotative power of words.

Writing Applications:

2.4 Write persuasive compositions: a. Structure ideas and arguments in a sustained and logical fashion. b. Use specific rhetorical devices to support assertions (e.g., appeal to logic through reasoning; appeal to emotion or ethical belief; relate a personal anecdote, case study, or analogy).

Listening and Speaking Strategies:

Organization & Delivery of Oral Communication

1.9 Analyze the occasion and the interests of the audience and choose effective verbal and nonverbal techniques (e.g., voice, gestures, eye contact) for presentations.

Analysis and Evaluation of Oral and Media Communications

1.13 Analyze the types of arguments used by the speaker, including argument by causation, analogy, authority, emotion, and logic.

Speaking Applications:

2.5 Deliver persuasive arguments (including evaluation and analysis of problems and solutions and causes and effects)

Assessment:

Gum Advertising Project: (assignment and rubric attached)

One of the major chewing gum companies has hired your group of advertising consultants to design a campaign to create, advertise, and promote a new type of chewing gum. You have learned a lot about persuading. You will need to effectively persuade a panel of judges that your chewing gum is the best product, and the one they should buy. Do this by appealing to logos, pathos, and ethos.

Student Activities: (attached)

- Persuasive Situations Task – in groups, students will be given various situations (on ½ sheets) in which they will need to try to persuade on a specific topic based on the scenario.
- Notes on “Persuasive Techniques and Appeals”.
- Ad Analysis – in partners, students will analyze a teacher assigned advertisement; individually (homework) students will analyze an advertisement of their own.

Teacher Activities:

- Teacher Lecture on “Persuasive Techniques and Appeals” – presentation with definitions, examples, and modeling.

Situation 1

You are a parent trying to persuade a teenage girl to clean her room. What will you say to her? Write an appeal to each: reason, emotion, ethics.

Situation 2

You are a parent trying to persuade a teenage boy to clean his room. What will you say to him? Write an appeal to each: reason, emotion, ethics.

Situation 3

You are a teenager trying to convince your parent to hire a babysitter for your baby sister on Friday night so you can go to a friend's party. What will you say? Write an appeal to each: reason, emotion, ethics.

Situation 4

You are a 5-year-old trying to persuade your mom to buy you a Happy Meal. What will you say? Write an appeal to each:

Situation 5

You are a teenager trying to convince your parents to let you have a phone in your room. What will you say? Write an appeal to each: reason, emotion, ethics.

Situation 6

You are a 16-year-old trying to convince your parents to let you go to St. George with a few friends for the Sunshine Tournament. What will you say? Write an appeal to each: reason, emotion, ethics.

Situation 7

You are a teenager trying to convince a parent to buy you an expensive pair of shorts at the mall. What will you say? Write an appeal to each: reason, emotion, ethics.

Situation 8

You are a small child trying to convince your mom to make Stove Top stuffing instead of potatoes. What will you say? Write an appeal to each: reason, emotion, ethics.

Teacher Debrief of Discussion:

Do you change your approach and reasons based on your audience? Explain.

What works on whom?

What kinds of reasons do you give?

Lead them into the following techniques.

TECHNIQUES: Appeal to REASON (logic/facts), Appeal to EMOTION (sentimental reasons or guilt trip), Appeal to ETHICS (right vs. wrong/fairness/equality)

Questions for Analyzing Ads

To whom (which target audience) is the advertisement trying to sell the product? Describe the target audience (age, gender, culture, lifestyle).

Does this ad appeal to your emotions? If so, which emotion(s)? How does it do this?

Look beyond any emotional appeal to find out what the ad really says (or doesn't say) about the product or service. Do you detect any exaggeration or suspicious promises? If so, describe the "hidden message."

What is the intended use(s) of the product? Does the advertiser point out special features of the product that distract from the intended use? If so, explain the distractions.

What advertising techniques are being used to sell the product (see notes terms)? Explain how each technique is being used.

Now look at the visuals of the advertisement. What catches your eye first? Where do your eyes focus? Where is the product featured in the ad? How do these elements detract from or add to the actual use of the product? How do these elements detract from or add to the implied use of the product?

Gum Advertising Project

One of the major chewing gum companies has hired your group of advertising consultants to design a campaign to create, advertise, and promote a new type of chewing gum. You have learned a lot about persuading. You will need to effectively persuade a panel of judges that your chewing gum is the best product, and the one they should buy. Do this by appealing to logos, pathos, and ethos.

It is up to all of you to make your campaign as persuasive as possible, but each member of your advertising team will have a specific area that he or she will specialize in. When you get into your groups I will hand you a description of each job, and you will need to decide what each group member will specialize in.

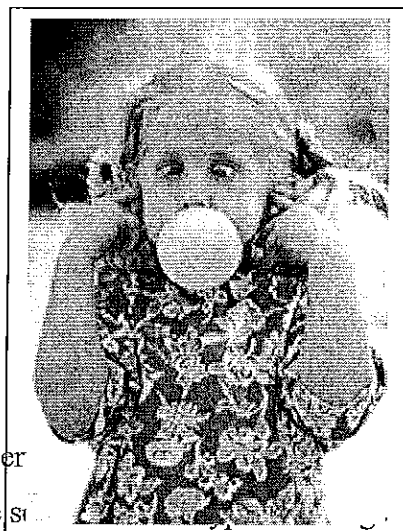
Write your group members here:

_____ (Commercial Director)

_____ (Graphic Designer)

_____ (Campaign Manager)

_____ (Radio Ad Director)



Here are the requirements for this assignment:

1. You must come up with a product **NAME**
2. You must come up with a product **PACKAGE**
3. You must come up with a 2-3 minute **television** commercial advertisement explaining why people should buy your gum. Think of commercials you have seen on television that appealed to you. Think about your audience. Who are you trying to sell your gum to? (This may either be a video that you bring in, or you may act it out in a skit during your presentation).
4. You must come up with a full page **magazine ad** advertising your gum. Although it is a magazine ad you will present it on poster board)
5. You must come up with a **radio advertisement** persuading the public to buy your gum.
6. You must complete the Advertising Strategy Page and get it signed by me before you begin working on your campaign project.

Radio Ad Director

As the Radio Advertisement Director, it will be your job to make sure that the radio advertisement is effectively persuasive.

Your tasks include:

- You must work with your group members to come up with a persuasive script that will convince the judges that your gum is the best.
- You will need to use their ideas to write out the script.
- You, or a member of your group that you elect, will read the script into a tape recorder and bring it the day of your presentation, or you will read it in front of the class the day of the presentation.
- You are in charge of finding any sound effects (music, etc.) that your group might need in order to best persuade your audience.
- Coordinate with the Television Commercial Director, and Graphic Designer so that your LOGO, basic appeals, and ideas coordinate.
- Consult the Campaign Manager

Campaign Manager

As the Campaign Manager, it will be your job to oversee a lot of the work that is done. This does not mean that you do not do any of it yourself; you will probably end up doing at least as much, if not more work than your other group members.

Your tasks include:

- Before your group can begin working on the campaign, you must be the leader in helping brainstorm and discuss possibilities for product design, name, etc.
- You will be the scribe as your group goes through the Advertising Strategy Page. Make sure it is thorough (complete) and neatly written.
- You will help each member of your group with their assigned tasks. You will help the Commercial Director with ideas, writing the script, costumes, supplies, etc. for the television commercial; you will help the Radio Ad Manager with the script, ideas, etc. for the radio commercial; you will help the Graphic Designer with finding pictures, writing things, creating the package of the gum, etc.
- You will make sure each member of your group is on task by being helpful, not bossy.
- You will be the communicator between your group and ME—ask me any questions your group has. Let me know of any problems your group is having.
- Be a problem solver and a delegater.

Graphic Designer

As the Graphic Designer of your campaign project, you are in charge of the appearance of everything. You've got to make sure that not only the gum, but the entire ad campaign is **appealing** (think about the five senses). You need to be creative, and good at drawing, art, etc.

Your tasks include:

- Creating the image of the package. (Your group needs to agree on this and come up with it together) but you actually physically create the package.
- You are in charge of the magazine ad. This does not mean that you do it all on your own. Have your group members help you come up with some catchy slogans, etc. Have them help you with the ideas behind the ad (what actually goes on the page). You are in charge of physically drawing the ad though: typing any lettering, printing things, putting the ad together on the poster board. (Magazine Ad)
- Make sure everything looks neat and pleasing to the eye.
- Consult the Campaign Manager for help.

Commercial Director

You are in charge of directing the commercial. You need to have a creative eye for performance, and what things will persuade your audience to buy your gum from watching it on TV. You've got to inform the public about this product by studying what things **work** (think about other commercials: do they make it look fun, do they make it look like everyone does it, do they show how well something works, do they use humor...)

- You do not come up with the commercial on your own. Your group members help you to think of the ideas, what you will say, do, etc. But you need to fine tune the commercial.
- You need to type up the script for each of your group members. (Get their help in writing it, but you are the one who puts it down on paper)
- Get them to practice the commercial. If you are video-taping it, make sure all of the props and equipment are available. Rehearse the skit and make sure it is effective. If you are performing it in front of the class during your presentation, make sure everyone is prepared. Call your group members the night before to make sure everyone remembers their materials.
- Make sure you have costumes, props, music, whatever you need to make your commercial a success.
- Consult the Campaign Manager for help.

Campaign Strategy Page

1. List some things that will make your GUM more unique. What do people want in gum? What could set your product apart from all the other gum out there?

2. Based on the ideas that you came up with, think of a specific type of gum that you want to create and advertise.

Name of Product _____ (Try to make it catchy and creative, while capturing the essence of the product in the name)

3. Brainstorm some packaging ideas that would make it more unique and appealing. The packaging is almost as important as the gum itself. Try having a “theme” that ties the packaging in with the different ads.

4. Based on your new product, what audience do you most want to target?

5. What are some specific ideas that could help you target them?

6. Come up with a LOGO. Make it catchy, appealing, and show some specific details about your product.

ADVERTISEMENTS

1. What are some ideas for a television commercial? Think about props that you could use, dialogues you could say, etc. The Commercial Director will help you out here. (Keep it short)

2. What are some ideas for a radio commercial? Think about what things an announcer could say (remember they are not seen, only heard) that will help sell your gum? The radio commercial director will help you here.

3. What are some ideas for a magazine ad? Think about how the product packaging might influence sales. Keep it very appropriate, but very appealing. Come up with a rough outline of what you want on the page, and the graphic designer will fine tune it later.

How You Will be Graded (Rubric)

	Campaign Strategy Page	Radio Ad	TV Commercial	Magazine Ad	Individual Member Contributions
20	Shown thoughtful ideas and contributions from each group member	Effectively persuades their specific audience to buy their product. Appeals to logos, pathos, ethos. Strong clear voice, creative ad ideas.	Effectively persuades their specific audience to buy their product. Appeals to logos, pathos, ethos. Uses props, creativity, costumes, etc.	Visually appealing. Looks very creative, nice. Their logo is easy to read and is also persuasive.	Really tried to excel in their "specialized" area. Put full effort, creativity, work into the project. Helped other members with their assignments. Kind to all.
15	It was complete. Not all group members contributed. Some ideas lacked development.	Attempts to use logos, pathos, ethos, to persuade, but not completely successful, or does not use all 3. Attempts creativity, but could use some more ideas. Could have put more effort in.	Attempts to use logos, pathos, ethos, to persuade, but not completely successful, or does not use all 3. Attempts creativity, but could use some more ideas. Could have put more effort in.	Has all of the parts there (logo, picture) and is somewhat persuasive, but could be more creative, more visually appealing.	Did their work, but did not make an extra effort to help group members. Didn't help solve problems. Not always easy to work with.
10	Ideas lacked thought and effort. It was half-heartedly done. Didn't keep the group goals in mind.	Minimal effort. Sounds like the announcer is making it up as he/she goes. No extra creativity (music, etc). Not persuasive.	Minimal effort. Looks like you just got up there and talked about your product. Not a lot of thought went into your strategies for persuading.	Not a lot of effort. Missing one or more parts (picture, logo, creativity). Doesn't catch my attention much.	Not easy to be in a group with. Minimal effort on their "specialization" area. Forced group members to do some of their work in order to complete the project.
0	Not complete.	Didn't do one.	Didn't do one.	Doesn't have one.	No contributions.
Totals (100)					

Gum Advertising Project

Group Participation Evaluations

Rank each group member on a scale of 1-5 based on their participation.

5 - Really tried to excel in their “specialized” area. Put full effort, creativity, work into the project. Helped other members with their assignments. Kind to all.

3 - Did their work, but did not make an extra effort to help group members. Didn’t help solve problems. Not always easy to work with.

1 - Not easy to be in a group with. Minimal effort on their part in their “specialized” area. Forced group members to do some of their work in order to complete the project.

Group Members:

Their score:
