

Persuasive Reading Unit

Jay Edwards, Sarah Byrne, Karan Long

State Indicators: 1.4.14 (author's position), 1.4.15 (fact and opinion), 1.4.11 (author's purpose), 1.4.6 (text structures), 1.4.2 (text features)

Pretest

Student Activities:

- ✓ Students will view "Persuasive Strategies" powerpoint
- ✓ Guided practice: Teacher will find advertisements that use various persuasive strategies and share with the class explaining the strategy (I do, you watch)
- ✓ Students will get into groups of NO MORE THAN FIVE STUDENTS and will find advertisements that use each of the five strategies. At the end of the session each of the students will present and explain to the class the strategies they are found.
- ✓ Students will complete the "Identifying Persuasive Techniques" worksheets
- ✓ Teacher will go back to the "Persuasive Strategies" and pick up where the terms "fact" and "opinion" are defined.
- ✓ Students will complete the "Persuasive Techniques – Fact and Opinion" worksheet
- ✓ Student will read "Substance Abuse" article (and possibly others) and identify persuasive techniques, facts, opinions, text features, text structures

Key Vocabulary: fact, opinion, bias, glittering generality, bandwagon, testimonial,

Teacher Tools:

"Persuasive Strategies" PowerPoint
Newspapers/magazines advertisements
"Identifying Persuasive Techniques" worksheet
Pretest
Posttest
"Persuasive Strategies – Fact and Opinion" worksheet
"Substance Abuse"
"Guilt by the Bottleful"
"Dress Code"