



Phoenixville Area School District Prescribed Technology Lessons Plans



Lesson Title: Persuasive Writing and PowerPoint

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Grade(s): 11

Subject(s): English 11 Honors

Instructional Setting: small group and individual, honors level

Time required: 2-3 class periods plus time at home to work on project

Teacher Technology Competency Levels: Intermediate

Standards/Benchmarks

Content

- 1.4.11 C: Write persuasive pieces
- 1.5.11 A: Write with a sharp, distinct focus.
- 1.5.11 B: Write using well-developed content appropriate for the topic.
- 1.5.11 C: Write with controlled and/or subtle organization.
- 1.5.11 D: Write with a command of the stylistic aspects of composition

Technology

- 3.7.11-12 C: Evaluate computer operations and concepts as to their effectiveness to solve specific problems.
- 3.7.11-12 D: Evaluate the effectiveness of computer software to solve specific problems
- 3.7.11-12 E: Assess the effectiveness of a computer based communications system.

Integration Objectives:

1. Students will be able to identify and assess the effectiveness of persuasive techniques, rhetoric and language use in a written work.
2. Students will be able to utilize rhetoric and persuasive techniques to produce a written work.
3. Students will be able to compare written works of persuasion to visual forms of persuasion.
4. Students will prepare a PowerPoint using verbal and visual persuasive and rhetorical techniques.
5. Students will present their PowerPoint's to the class.
6. Students will evaluate the effectiveness of presentations.

Materials:

- Textbook or copy of Edwards' essay.
- Notes/handouts on techniques.
- Video projector for 1-2 class periods.
- Examples from magazines/TV/internet.



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Preparation for teacher: List of potential topics, examples to analyze

Procedure:

1. Define persuasive techniques that students will look for.
2. Assign reading from textbook and accompanying assignment (personal response and examples of terms such as apostrophes).
3. Class discussion and assignment #1-personal writing.
4. Presentation of information/discussion of visual persuasion.
5. Small group work on power point presentation.

Student tasks:

1. Reading and response to essay
2. One page persuasive paper
3. Group power point presentation

Assessment Plan:

1. Rubric to assess paper
2. Plan sheet to check progress on power point
3. Rubric to assess power point

Extensions:

During presentations, students will be asked to assess the effectiveness of other presentations. They will also be graded on their assessments.

Suggestions/Tips:

Examples should be provided. Ask for topic proposals to avoid the use of inappropriate topics.

Persuasion Then and Now

When Jonathan Edwards' was preaching, there was no such thing as video or PowerPoint and advertisers and other people with agendas were not manipulating images to convince their audience to buy their widget or agree with their politics. Instead, he relied on his language to convince the audience that what he said was right. We are going to examine his writing for the techniques he used and compare that to contemporary methods of persuasion. In the end, you will be creating two things: an essay and a PowerPoint.

Assignment #1: Read the brief excerpt from his essay and: A. write a one paragraph response and B. find examples of the terms we discuss in class and explain whether they are effective or not (parallelism, imagery, metaphor/simile, repetition)

Assignment #2: Write a persuasive "sermon" of your own. See the list of suggested topics (and topics to avoid).

Assignment #3: Create a PowerPoint presentation using methods of visual persuasion. This can be done individually or as part of a small group (maximum size 5).

Writing the Persuasive Piece

The first steps are to choose a topic and to decide on an appropriate audience. It is important to know your audience because that decides the methods and language that you will use. If you are speaking to kindergarteners, you are not going to use big words such as 'nuclear nonproliferation'.

Choose your devices based on your purpose and audience. For instance, do you, like Edwards, aim to scare an adult audience? Then you should use images that convey that fear.

Remember the purposes of repetition and parallel structure.

Creating the Powerpoint

Think about the elements of persuasion that we discussed in class. Make sure that you:

- Are concise (don't write too much for each slide)
- Use images that achieve the desired effect.

Some other things to be aware of:

- color and composition
- Font
- The context of the images that you choose
- Clarity, both of language and image

Types of Topics

The best topics are the ones that allow you to be persuasive.

For example

- Politics and current events
- Specific issues affecting a group
- Why to purchase/not purchase a particular item
- Motivational speeches

Topics to avoid: personal topics, such as talking to an individual (mom, why won't you let me have the car?), informative topics (this is how you make a peanut butter and jelly sandwich).

Persuasion Then and Now Rubric

Written

Total points _____/40

Image _____/5

Metaphor/simile _____/5

Apostrophe _____/5

Parallelism _____/5

Repetition _____/5

Grammar and Mechanics _____/10

Overall effect _____/5

Comments:

Powerpoint

Total _____/40

Composition _____/10

Word Usage _____/10

Images _____/10

Overall presentation, including persuasiveness _____/10

Persuasion Then and Now Class Evaluation

Name of Evaluator: _____

Name of Presenter: _____

Evaluation:

Composition:

Use of words:

Use of images:

Overall persuasiveness:

Persuasion Then and Now Class Evaluation

Name of Evaluator: _____

Name of Presenter: _____

Evaluation:

Composition:

Use of words:

Use of images:

Overall persuasiveness:

