

Persuasive Writing Layers Project

“C” Layer activities - 1 – 7 are required. 79 points MAX in this category. 70 points required in the “C” layer to receive points in layers “B” or “A.”

- _____ 1. Study Guide for Persuasive Writing Unit **1 point per page, 12 points total**
- _____ 2. Read Jonathan Swift’s Modest Proposal and Complete Handout **4 points**
- _____ 3. Thinking About Position Statements Assignment **4 points**
- _____ 4. Ethos, Pathos, Logos Assignment, **4 points**
- _____ 5. Works Cited & In-text Citation Assignment **5 points**
- _____ 6. Persuasive Writing Quiz **15 pts**
- _____ 7. Create a print ad assignment, present to class **15 pts**

_____ **Watch any of the following Discovery Education videos**, take notes and write a paragraph summary of what you learned about persuasive writing from the video. Turn in your notes with the summary. **2 pts. each video**

- Appeal to Emotion (1:49)
- Define your Purpose (5:36)
- Online Advertising (3:20)
- Marketing & Advertising Managers (5:22)
- Selling the Audience (4:06)
- TV, Radio, & Magazine Audiences (5:22)
- Determining an Audience (3:43)
- Targeting an Audience (5:32)

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_____ **Read an editorial or opinion article** from a newspaper: take notes and write a brief paragraph identifying the reasons used for support as you analyze the argument. Turn in your notes with your paragraph and be sure to cite your source. **2 pts.** Two sources include:

My Virtual Newspaper - links to over 200 newspaper Op-Ed sections

<http://www.refdesk.com/paper3.html#edit>

Microsoft Template Gallery - templates of opinion letters

<http://search.officeupdate.microsoft.com/TemplateGallery/ct154.asp>

_____ **Create a brochure** that explains how to write a persuasive essay. Be sure to include step by step instructions as well as important concepts and terms. Include pictures and make it colorful and interesting. **3 pts**

_____ Read any of the following **sample persuasive articles** and complete the persuasive analysis handout. Ask Mrs. Bilden for the handouts. **2 pts**

Save the Coral Reefs

Exercise is Important

Anti-arms Trade

Join Extracurricular Activities

Why You Should Communicate Effectively

Why You Should Become a Vegetarian

_____ RAFT Persuasive Assignment- **write a creative persuasive essay** in the RAFT format. Ask Mrs. Bilden for handout. **3 pts**

_____ **Choose** any of the following **activities** to complete: The Chicken Activity, Attention Getter/Clincher Activity, You Be the Evaluator, or Cartoon Character Paragraph **2 pts**

_____ **Write a script** for the conversation between you and your parents where you try to persuade them to allow you to do something. **2 pts**

_____ **Write a letter** to the school principal requesting him to make a change in school policy or rules. Make sure you have appropriate sources and support. **2 pts**

_____ Complete the **MLA Works Cited Practice Exercise**. Ask Mrs. Bilden for handout. **3 pts**

_____ Write **two versions of an advertisement** for a product. Each version should target a different audience. Include appropriate images and graphics. Consider the opinions of each audience and what words or phrases and line of reasoning might appeal to each. **4 pts**

“B” Layer Activities

Choose ONE for **10 points** - points earned will be determined by the quality of your work. Follow the instructions on the handout, and be sure to show what you have learned about persuasive writing.

- _____ Using topics and issues in your Social Studies curriculum, write a persuasive essay from the point-of-view of a historical character. An example might be “Join the Cause of the Patriots” or “Uphold the Cause of the Loyalists.”
- _____ Write a campaign speech for a school office or position. This could also be done humorously, such as a speech a dog might give to a be elected president of a group of cats.
- _____ Use Aristotle’s rhetoric when writing an advertisement for some unusual goods and services, such as a Homework Robot, the odd sock in the laundry, hurricanes, or chocolate-flavored pasta. Also write a short essay that describes why you made the choices you made for your advertisement based on what you know about persuasion.
- _____ Using novel characters from the literature you are reading, write to convince one of the characters to take a certain action.
- _____ Write three homepages for a product. Advertising each page in a different form of rhetoric- ethos, logos, and pathos.
- _____ Take up a topic that you feel like mocking! Imitate Swift’s Modest proposal using your own witty sarcasm. Like Swift, be sure to build your sarcasm slowly to draw in your audience (i.e. don’t give it away in the first paragraph). Assignment format may be a speech or an essay.

“A” Layer Activities

15 pts. Choose a topic that you feel strongly about or are interested in learning more about. Research it. Take notes and create an outline of the material you will include in your assignment. Choose a side, and persuade your audience to agree with you. You must have at least five sources and a works cited page along with your notes and outline. Then, present your topic in one of the following formats:

- _____ Persuasive Letter
 _____ Persuasive Brochure
 _____ Persuasive Power Point
 _____ Persuasive Feature Article
 _____ Persuasive Poster/Advertisement
 _____ Website- Weebly.com
 _____ Other (see me to present your idea)

Grading for A Layer

- 5 points- notes, outline, & works cited
 5 points- project, complete and correct
 5 points- presentation of project

Your final product must reflect your learning of the elements of persuasion.

Grading: 93 - 100 = A 86 - 92 = B 78 - 85 = C 70 - 77 = D 0 - 69 = F

You are not guaranteed to receive the points allotted to each activity. You must demonstrate that you learned from the activity, and you must show you expended effort to complete the activity. This assignment is due **Wednesday, February 18, 2012**. If you are absent on 2-18-12, your work is due the first day you return to school. –one letter grade each day late.

Any assignments that are copied or plagiarized will result in a zero for that assignment.