

# Lesson Skill: Identifying persuasion in media literacy

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## Strand Media Literacy and Writing

**SOL** 9.2, 9.6  
10.2,10.6 1  
1.2, 11.6  
12.2, 12.6

### Materials

- Completed The Three Rhetorical Appeals worksheet from “Media Literacy and Persuasive Writing” lesson
- Full-page advertisements cut from a variety of magazines, such as *Good Housekeeping*, *Money*, *Fortune*, *Gourmet*, and *The New Yorker* (Note that these kinds of magazines yield a better range of rhetorically based advertisements than do other kinds of magazines, such as fashion magazines.)

### Lesson

#### Warm-up

1. Ask students to cite some examples they have noticed of the use of the three rhetorical appeals in the real world since the last lesson on the topic. Discuss examples that are mentioned.

#### Practice

2. Give each group of two or three students one advertisement from a magazine, and have the group analyze it to determine which rhetorical appeal(s) it utilizes to sell the product. Remind students that ads may use more than one appeal.
3. Have students determine which appeal is the dominant one in their advertisement and whether they feel it is used effectively.
4. Have each group present their advertisement to the class and describe the appeals that are used.
5. Have each group repeat the process with another advertisement.

#### Wrap-up

6. Lead a class discussion of other ways persuasion is used in our culture and ways that persuasive skills may be useful in our lives.

#### Strategies for Differentiation:

- Provide sentence frames to reinforce the skills taught
- Use sample advertisement to discuss appeals/process/ expectations

*English Enhanced Scope and Sequence*

- Graphic Organizer for advertisement analysis
- Skills notebook – form/function/examples