

Lesson Skill: Persuasive writing and speaking

Strand Communication and Writing

SOL 9.1, 9.6, 9.7
10.1, 10.6, 10.7
11.1, 11.6, 11.7
12.1, 12.6, 12.7

Materials

- Completed The Three Rhetorical Appeals worksheet from “Media Literacy and Persuasive Writing” Lesson
- Chart paper
- Copies of the attached Persuasive Speech Critique Form
- Available technology

Lesson

Warm-up

1. Review the three rhetorical appeals, if necessary, and as a class, come up with a list of examples of each appeal that the students perceive in the world around them.

Direct Instruction

2. Have the class brainstorm a list of good topics for persuasive speeches. List them on chart paper, making sure all of them are appropriate. If students have difficulty thinking of topics, suggest a few topics, such as the following:
 - Sodas and candy should not be sold in schools.
 - The driving age should be raised.
 - School should begin later in the morning.
3. Explain to students that they will practice using the three rhetorical appeals by working in small groups to write a persuasive speech about one of these topics.

Practice

4. Have each group of two or three students write a persuasive speech about one of the topics that the group chose from the list created in step 2. Challenge them to include all three rhetorical appeals in their speech.
5. If possible, have students write on computers so they can easily save and edit their speeches.

Wrap-up

6. Distribute copies of the “Persuasive Speech Critique Form.” Have each group read the speech to the class. After each reading, have each audience member fill in the form to rate how much and how well the speech used the three appeals.

7. Have students give their critique forms to the groups who wrote the speeches so that group members can see the audience reaction to the speech.
8. Lead a brief class discussion of the strong points of each speech.

Strategies for Differentiation

- Vocabulary – Word Wall with examples
- Sample transcripts of effective speeches
- Analyze rhetorical appeals in sample speeches
- Identify the usage of each appeal
- Give each appeal a symbol to identify it quickly and promote retention – use when listening to other student speeches to identify appeals for discussion

Persuasive Speech Critique Form

For each speech that is read, list the names of the authors, and rate the speech by circling the degree to which each appeal was used. Then make a list of the strong points of the speech.

Names of the authors:

This speech used the **Emotional** appeal

very well somewhat well sort of not really not at all

Examples include:

This speech used the **Logical** appeal

very well somewhat well sort of not really not at all

Examples include:

This speech used the **Ethical** appeal

very well somewhat well sort of not really not at all

Examples include:

Other strong points of the speech included:

The Three Rhetorical Appeals (from Media Literacy and Persuasive Writing lesson)

The *Pathos* Appeal (Emotional)

Definition:

Examples:

The *Logos* Appeal (Logical)

Definition:

Examples:

The *Ethos* Appeal (Ethical)

Intrinsic:

Definition:

Examples:

Extrinsic:

Definition:

Examples:
