

Unit Guide

Can you Convince Me? Identifying, Analyzing and Applying the Author's Intentions through Persuasive Strategies

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This 85 minute block-scheduled unit has six student orientated activities that focus on identifying the author's intentions through the use of persuasive strategies. Students will be taught the different persuasive strategies the authors or creators use when making a document. Students will be shown different commercials, campaign ads, public service announcements, magazine advertisements, newspaper articles and literary text and are required to analyze each piece for what type of persuasive strategy was used and what the author's intentions are. Students will then apply their understanding of the strategies in their final project creating their own examples of a Public Service Announcement, presidential campaign speech, newspaper article, or magazine advertisement and advertise their stand on an issue. As a part of the final project, students will also be required to write a persuasive essay about their issue trying to convince me as their reader to agree with them on their issue. This unit can be used and applied with any group of middle/high school students needing to learn the different persuasive strategies and learning to write persuasive essays. The unit can be applied in any secondary English class as well as Social Studies.