

English Language Arts 7

Module 3 Blackline Master

This blackline master package, which includes student worksheets and materials for teachers to make their own overhead transparencies, is designed to accompany Open School BC's *English Language Arts 7* course. The course was developed by BC teachers, instructional designers, and multimedia experts, with input from BC teachers, students, and historians. It is designed for use by students working in traditional classrooms as well as those studying independently. The course package consists of six modules, six Notebooks and one course CD, *Expressions*. *English Language Arts 7* can be purchased as individual components or as a complete resource and is available in print and online versions. The following supporting resources are required for both versions of the course. All are available from Open School BC.

Textbooks

None

Novels

The Breadwinner by Deborah Ellis. Groundwood Books, 2000.

To order, contact:

Open School BC Customer Service Team

Phone: 250-356-2820 (Victoria)

1 888 883 4766 (Toll-free)

or

info@openschool.bc.ca

Visit our website at

www.openschool.bc.ca

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Table of Contents

Lesson	Student Handouts	Page
Module 3: Convince Me		
3.1A	Assignment 3.1A: Examples of Persuasive Communication	21
3.2A	Assignment 3.2A: Sell It!	23
3.3A	Assignment 3.3A: Planning Your Persuasive Argument	25
3.3B	Assignment 3.3B: Make an Outline for Your Persuasive Argument	27

Lesson	Teacher Overhead Transparencies	Page
3.1B	The Opening of a Persuasive Argument	83
3.1C	The Body of a Persuasive Argument	85
3.1D	The Conclusion of a Persuasive Argument	87
3.2A	Advertisements	89
3.2A	Advertising Techniques	91
3.3A	Planning Your Persuasive Argument	93
3.3C	Common Errors in Logic	95
3.3D	Delivering a Great Speech	97

Assignment 3.1A: Examples of Persuasive Communication

- Find five examples of persuasive communication that you think are really convincing. You can search in print sources, online, on TV, or the radio. Include at least three different types of examples (e.g., billboards, posters, newspaper articles, and letters to the editor) in your list.
- Complete this chart with details on each of your examples.
 - Column 1: Describe each example.
 - Column 2: Identify the message, i.e., what the example is talking about.
 - Column 3: Explain why the example is convincing, i.e., identify the words, images, etc. it contains that make it persuasive.

An example is provided for you.

Example	Message	What Makes it Convincing
Magazine advertisement for Chuck's Steakhouse	This ad invites people to come eat at Chuck's Steakhouse. It claims that Chuck's has the best steaks in town.	The ad features a picture of a big juicy steak. It looks delicious! The ad also uses words like mouth-watering and incredible. These are quite persuasive when it comes to food. The ad also shows the restaurant in the background. It looks like a fun place to eat—friendly-looking staff, nicely decorated, etc.

Example	Message	What Makes it Convincing

Assessment Guidelines

- You have clearly identified the message / viewpoint for each of your examples (5 marks)
- You have clearly explained what is convincing about each of your examples (5 marks)

MARKS

10

Assignment 3.2A: Sell It!

1. Choose a product that you would like to advertise. It can be a real product or one that you've made up.
2. Design an advertisement for your product. Your advertisement is to include:
 - a description of the special features of your product
 - words and phrases that will convince people to buy your product
 - one or more of the advertising techniques you have learned about in this lesson (*glittering generality, bandwagon, competition comparison, etc.*).
 - one or more images (hand drawn, from a magazine, or downloaded and printed from your computer)
 - a reasonable price for your product
3. Send your advertisement to your teacher in the media form of your choice. This could be:
 - a poster
 - a magazine or newspaper ad
 - a Web page
 - an audio-taped radio commercial (write up your text before you record it)
 - a video-taped TV commercial

No matter what form you choose, your teacher will use these guidelines when he or she marks your ad.

Assessment Guidelines

- You have included a catchy name for your product. (4 marks)
- You have included many persuasive words and phrases. (6 marks)
- You have included one or more of the advertising techniques you have learned about. (6 marks)
- Your advertisement is presented creatively. (6 marks)

MARKS

20

Assignment 3.3A: Planning Your Persuasive Argument

Step 1: Choose an Issue

Choose an issue that interests you and that you'd like to persuade others to support. Some possibilities include:

- Tougher punishments for young offenders
- Saving the rainforest
- Lowering the voting age
- Zero tolerance for violence in schools
- Mandatory helmets for cyclists
- Building a skateboard park

Step 2: Identify Your Position

Identify your position on the issue you have chosen. Do you support the issue or oppose it? Why do you feel this way? Write your answers in the space provided.

Step 3: Research Your Issue

Research your issue in a variety of sources, such as the Internet, newspapers, and magazines. You might even interview people who are involved or affected to hear their side of the story. Look for information that can be proven (facts rather than opinions), as it is more persuasive.

Collect your research information in point form notes, a table, or another format that works for you. Include three or more arguments that support your opinion and at least one argument that opposes it.

Assessment Guidelines

- Attach all your work for this assignment when you are finished.

MARKS

10

Assignment 3.3B: Make an Outline for Your Persuasive Argument

Create an outline for your persuasive argument in the space provided. Your outline is to contain detailed information on the opening, body, and conclusion. Point form notes are fine.

Persuasive Argument Outline
1. Opening:
State the issue
Provide an opening statement about the issue that will grab your reader's attention (e.g., question, quotation, interesting story)
State your position on the issue
2. Body: First argument or reason to support your position:
Topic sentence explaining your first argument
Supporting evidence or reasons
Second argument or reason to support your position:
Topic sentence explaining your second argument

Supporting evidence or reasons
Third argument or reason to support your position
Topic sentence explaining the third argument
Supporting evidence or reasons
Opposing Argument
Opposing point of view to your argument
Your counterargument to this opposing point of view
3. Conclusion:
A rephrasing of your opening statement
Summary of your main points
A personal comment or call to action

The Opening of a Persuasive Argument

The opening of a persuasive argument is where you introduce the topic and state your position (point of view) on it. It should “grab” your reader’s attention and make him or her want to read on.

Example:



Child Labour in the Third World

Did you ever wonder who made those designer jeans and fancy running shoes you’re wearing? If you found out it was a child working for pennies a day in a smelly, crowded factory, rather than going to school, would you still buy those clothes? I doubt it very much. Child labour is a serious problem in some parts of the world. We need to shop carefully so we don’t support businesses that employ child workers.

The Body of a Persuasive Argument

The body is where you support your position with good reasons. If you do your job properly, you will convince your reader that your position is the right one.

A persuasive writer can use a variety of approaches in the body to convince readers of his or her position.

- Use facts if you can, as they are more persuasive than opinions. Statistics are especially powerful.
- If you can't find facts, make reasonable arguments that people can believe.
- Appeal to your audience's emotions by using powerful words.
- Mention the opposing arguments then explain why yours are better. This will make your argument look stronger.
- Save your best argument for last.

The Conclusion of a Persuasive Argument

A good conclusion has three parts.

1. A rephrasing of your opening statement. This reminds the reader of your issue and position on that issue.

e.g., Childhood obesity, as stated earlier, is becoming a major problem in North America.

2. One or more sentences that clearly summarize your main points. Do not introduce new evidence here; this should be done in the body.

e.g., Statistics show that our environment is dangerously polluted and it's getting worse every year.

3. A personal comment or call for action. You can do this:

with a prediction

e.g., Unless we do something now, obesity will soon be the number one health problem faced by children.

with a question

e.g., Is this what we want to happen? Surely not. We must do something now to prevent it.

with recommendations about what action a person should take

e.g., To prevent this from happening, make sure your children get regular exercise and eat properly

with a quotation

e.g., When it comes to your health, "Abuse it and you'll lose it."

Advertisements

Advertisements are one of the most common and powerful forms of persuasive communication. Look at this graphic to see some of the things that make an advertisement persuasive.

Catchy Title → Looking to catch that perfect wave?

Memorable Product Name → Then the Beach Bum Boogie Board is the one for you!

Product Description →

- Designed by world class boogie boarders who really know their stuff
- Made from state of the art closed-cell foam
- Specially designed Teflon rider surface
- Comes in many exciting colours and styles
- Regularly **\$199.99** but on sale now for just **\$99.99**, while supplies last

↑ Promise of a great deal ↑ Sense of urgency

Persuasive Words and Phrases → Join the wave get your Beach Bum Boogie Board today! You're sure to get noticed!

Advertising Techniques

Competition comparison

Competition comparison uses words that make the competition look bad or inferior.

e.g. *Pine Scent is less effective than Sea Breeze at killing household germs.*

Glittering generalities

Glittering generalities are words that promise something desirable. Most of the time these promises are so vague they can't be proven.

e.g. *Sparkle-icious will make your teeth dazzling white and forever clean.*

Bandwagon

Bandwagon is an appeal to do what everyone else is doing. It is an especially powerful advertising technique because we all want to be part of the "in" crowd.

e.g. *95% of school children prefer Monster Crunch Cereal. Join the crowd—get yours today*

Testimonial

A testimonial is a product endorsement from someone famous, like a movie star or a professional athlete.

e.g. *My Blazing Star track shoes carried me to a gold medal at the Olympics. Get you own and join me on the podium.*

Plain folks

Plain folks ads use ordinary people to sell a product. It is an effective technique because we can easily relate to these people.

e.g. *Folks like us work hard for our money. That's why it's nice to have a bank like Sea First in our neighbourhood.*

Planning Your Persuasive Argument

Step 1: Choose an Issue

Choose an issue that interests you and that you'd like to persuade others to support. Some possibilities include:

- Tougher punishments for young offenders
- Saving the rainforest
- Lowering the voting age
- Zero tolerance for violence in schools
- Mandatory helmets for cyclists
- Building a skateboard park

Step 2: Identify Your Position

Identify your position on the issue you have chosen. Do you support the issue or oppose it? Why do you feel this way?

Step 3: Research Your Issue

Research your issue in a variety of sources, such as the Internet, newspapers, and magazines. You might even interview people who are involved or affected to hear their side of the story. Look for information that can be proven (facts rather than opinions), as it is more persuasive.

Collect your research information in point form notes, a table, or another format that works for you. Include three or more arguments that support your opinion and at least one argument that opposes it.

Common Errors in Logic

1. Hasty Generalization — This type of argument reaches a conclusion based on too little evidence or too few examples. For example, we might see one event and conclude that all similar events will have the same outcome. This isn't necessarily true.

For example, a snowboarder might make a jump without falling, so we might conclude that the jump is safe for all snowboarders. The fact that the first snowboarder was an expert and had done the jump many times may not have been considered.

2. Begging the Question — This can happen when we insist that something is true but don't have proof. For example we might say, "Anyone can see that our basketball coach is incompetent, he should be fired immediately." This statement has no supporting evidence and the argument expects readers to start from the same point of view.

3. Faulty Cause and Effect — A common problem can come from thinking that one event causes another without enough evidence. Superstitions often come from this type of thinking. For example, a baseball player may always tweak his helmet or hit the plate a certain way before swinging at the ball, believing that if he doesn't do this, he will miss. Similarly, a writer might conclude that one event causes another without enough evidence.

4. False Premise — This error happens when an argument starts with a wrong assumption. For example, you might say, "A mother bear will not attack to protect her cubs." If you move on from there in real life, you would likely discover that this premise is false.

5. False Conclusion — You might reach a conclusion in a persuasive argument that doesn't follow from the facts or examples. For example, you might conclude from watching a number of TV shows that all TV shows are boring, but you may be watching a channel with nothing of interest to you.

6. False Analogy — Someone who tries to argue that if things are similar in some ways, then they are similar in other ways makes this error. For example, a writer might argue that because dogs and cats are both house pets and since dogs will fetch sticks, cats will fetch sticks too.

7. Ignoring the Issue — This error happens when you argue things that are irrelevant. For example, you begin by discussing whether or not a movie is worth seeing, then say the theatre is beautiful or the popcorn is lousy. Those things have nothing to do with the movie's quality.

Delivering a Great Speech

Have you ever watched someone deliver a really powerful speech? If you have then you know how persuasive the spoken word can be. Here are some tips for delivering a great speech.

1. Practice your speech several times before you present it. Practice in front of a mirror or in front of somebody who can give you feedback.
2. Face your audience and look people in the eye.
3. Stand tall and relaxed.
4. Take a deep breath before you begin.
5. Speak clearly and at an even pace.
6. Where appropriate, use hand gestures to emphasize key points.
7. Change your tone and volume to express different emotions.
8. Be confident. Remember, you are the expert on the subject and have something people want to hear.
9. Learn to speak about your topic naturally rather than reading it aloud word for word.

