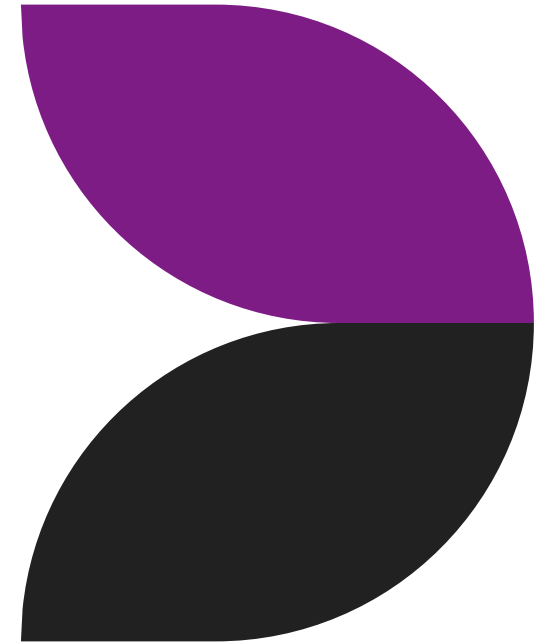


*Unit 5:  
Persuasive writing  
and  
speeches #2*

English 10B

**Ms. Billett**

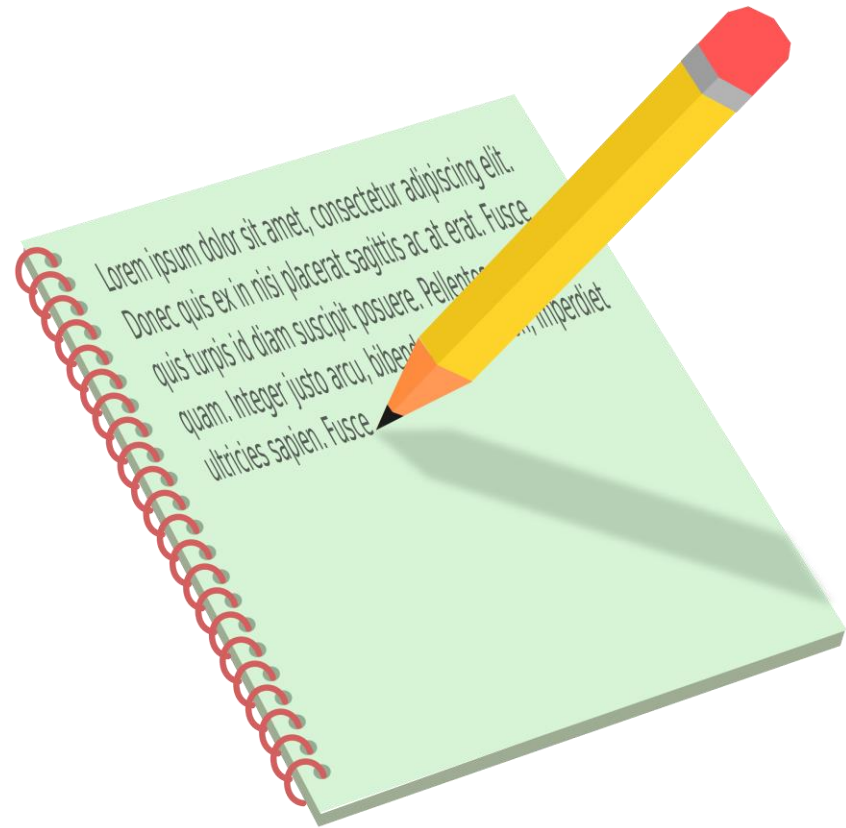
April 22, 2024



Unit 5: *TRIVIA!*  
ENGLISH 10B

**Multiple choice.**

**Keep track of your  
answers.**

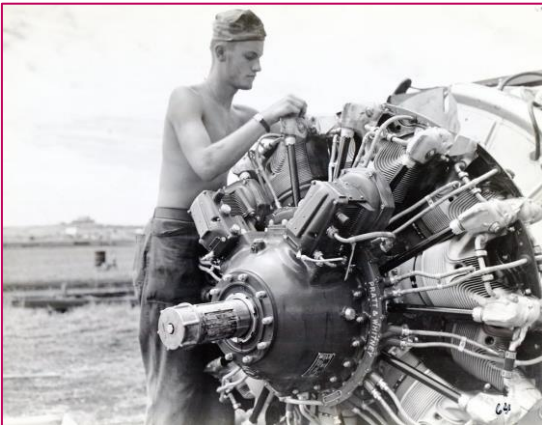




1. Grammar: *Which word* is the correct description?

- good
- well

An airplane's engine will run **X** if serviced regularly.



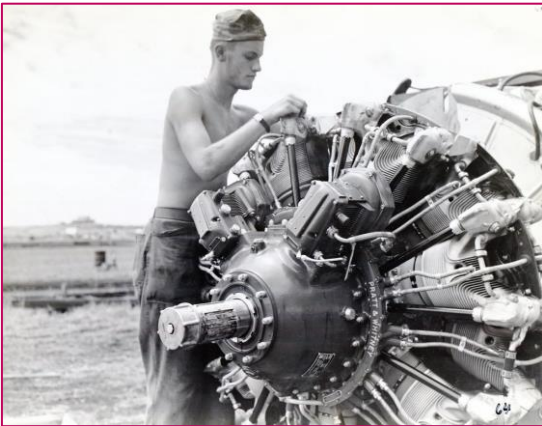
1. *A an adverb* is needed to describe the **verb** “run”?

—good

- well



An airplane’s engine **will run well** if serviced regularly.





2. When writing a **persuasive** speech or paper, we call the supporting details “appeals” because they are **used to appeal to whom?**

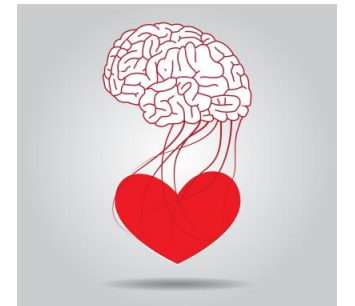
- A. the speaker
- B. the audience

2. When writing a **persuasive** speech or paper, we call the supporting details “appeals” because they are **used to appeal to**

~~A. the speaker~~

**B. the audience.** 

Your goal of persuasive writing and speaking is to **win over** the hearts and minds of **your audience**.



3. With persuasion, we use details to **appeal to the audience.**

What is a “**pathos** appeal”?

- A. ethical
- B. emotional
- C. logical



3. With persuasion, we use details to appeal to the audience.



v. A speaker uses a “**pathos** appeal” to reach the **emotions** of the audience. This could be fear, hope, nostalgia, or compassion.

A screenshot of a YouTube video player. The video content shows a close-up of a dog's face with the text "They suffer alone and terrified" overlaid. The video player interface includes a play button, a progress bar, and a timestamp of 0:20 / 2:00. Below the player, the text "Sarah McLachlan SPCA Commercial" is displayed.





**How did you do?**

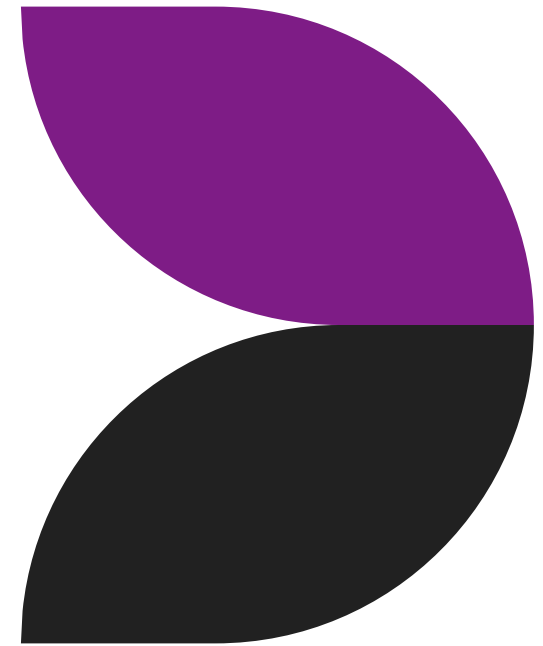


***Unit 5:  
Persuasive writing  
and  
speeches***

English 10B

**Ms. Billett**

April 22, 2024



# Remember:

Your goal of persuasive writing and speaking is to **win over** the hearts and minds of **your audience**.



**Step 1:**  
*Review the speech requirements*

**Step 2:**  
*Learn the three “appeals”*

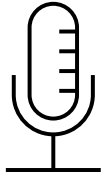
**Step 3:**  
*Focus on the “ethos appeal”*



= write this down

# The Focus: persuasion!

## Mrs. Hollod's PORTFOLIO INSTRUCTIONS:



- Create a 2-minute persuasive speech on the topic of your choice
- You will persuade your audience using “persuasive appeals”



# The assignments for Unit 5:

## What are you submitting?

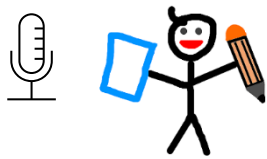
Unit 5 Lesson 5 : Discussion Board- Post your topic

Unit 5 Lesson 6 : Rough Draft- Complete the 4 question document I provided you

Unit 5 Lesson 9: Unit Test- Use the study guide for notes

Unit 5 Lesson 10: Recorded Speech- 2 minute audio recording of your speech

Unit 5 Lesson 10: Audiovisual Aide- 4 slide PowerPoint/Slideshow



# 1. Pick a topic that is **debatable**

- Mrs. Hollod provided many examples.
- Another good source is ProCon.org

It's controversial.

The screenshot shows the ProCon.org website. The header includes the Britannica logo, the text 'PROCON.ORG', and the tagline 'RELIABLE. NONPARTISAN. EMPOWERING.' There are social media icons for Twitter, Facebook, and Instagram, and a search bar with the text 'ENHANCED BY Google'. The main navigation bar has links for 'Home', 'More Issues', 'About Us', 'FAQs', and 'Teachers' Corner'. Below the navigation bar, there are three columns of topics, each with a heading and a list of items:

NEW TOPICS	SOCIETY	EDUCATION
<ul style="list-style-type: none"><li>&gt; Artificial Intelligence</li><li>&gt; Alternative Energy</li><li>&gt; Death Penalty</li><li>&gt; U.S. Supreme Court Packing</li><li>&gt; 2024 Election</li><li>&gt; Mandatory National Service</li><li>&gt; Fur Clothing Bans</li><li>&gt; TikTok Bans</li><li>&gt; Cheerleading</li><li>&gt; Filibuster</li><li>&gt; Prescription Drug Costs</li><li>&gt; Dress Codes</li><li>&gt; Employer Vaccine Mandates</li></ul>	<ul style="list-style-type: none"><li>&gt; Fur Clothing Bans</li><li>&gt; Defund the Police</li><li>&gt; Cancel Culture</li><li>&gt; Historic Statue Removal</li><li>&gt; Kneeling during National Anthem</li><li>&gt; Pit Bull Bans</li><li>&gt; Dress Codes</li><li>&gt; Gay Marriage (archived 12/15/21)</li></ul>	<ul style="list-style-type: none"><li>&gt; School Uniforms</li><li>&gt; Homework</li><li>&gt; Animal Dissection</li><li>&gt; Student Loan Debt</li><li>&gt; Standardized Tests</li><li>&gt; Free College</li><li>&gt; College Education</li><li>&gt; Corporal Punishment</li><li>&gt; Banned Books</li><li>&gt; School Vouchers (archived 6/23/20)</li><li>&gt; Teacher Tenure (archived 11/28/22)</li><li>&gt; Tablets vs. Textbooks (archived 1)</li><li>&gt; D.A.R.E (archived 6/22/17)</li></ul>

▪ ***Write a position statement*** (which is a thesis statement *but* clearly shows your position).

Closed-circuit TVs must be put on every corner of crime-ridden areas to deter criminals.





# Next, come up with supporting details (evidence) to appeal to the audience.

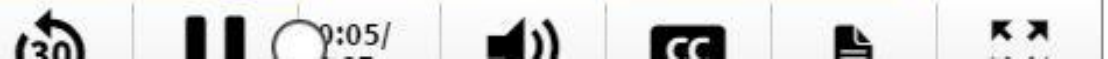


- **Logos / logical** – audience’s sense of logic and reasoning = facts, statistics
- **Pathos / emotional** – the audience’s emotions = “loaded language” – children, sacrifice, terrorist, propaganda
- **Ethos / ethical** – the audience’s sense of right and wrong by showing you are fair and trustworthy.

An **ethical appeal** has elements of that, but it refers to **the speaker's own credibility, reliability, trustworthiness, fairness**

## “Ethos” – ethical appeal in persuasive speaking & writing

Click on the video player below to watch a video segment from TJ Walker.



# You cannot appear as “an extremist.”

Nobody would disagree with this.

Everyone who is intelligent feels the same way.

Anyone who disagrees does not care about the children.

All of them are stupid.

Ms. Billett's story



In persuasion, use an ethos appeal  
to show your audience  
that you are fair.

**Ethos appeal**

# A “counter claim” & a “rebuttal”

✓ Start here.

- To show **you** are **fair**,
- acknowledge the other side’s idea.

Ethos appeal



# Ethos appeal: trustworthy



- You are not an extremist who cannot recognize the other side's points.
- You are trustworthy.

1

**For CCTVs, you can acknowledge the other side's concerns.**

Although some people **have privacy concerns**, ...

**Ethos appeal**

# Ethos appeal: trustworthy



- You are not an extremist who cannot recognize the other side's points.
- You are trustworthy.

1

**Acknowledge the other side's concerns, but be careful with your word choice not to give *too much* weight to your opponents.**



Although some people have privacy concerns, ...



Ethos appeal

# Ethos appeal: trustworthy



- You are not an extremist who cannot recognize the other side's points.
- You are trustworthy.

1

**Acknowledge the other side's concerns, but be careful with your word choice not to give *too much* weight to your opponents.**



Even though a few people are concerned about the cost, ...

**Ethos appeal**



Be careful **not to self-sabotage** when recognizing “the other side” with weakening word choice.



- **Effective:** Although the initial cost of adding CCTVs could be a challenge,
  - Do NOT say the cost is “high” or “expensive”
  - Say it’s “a challenge.”
- **Weakening** - Do NOT say:
  - Even though no teenagers would like wearing uniforms, ...
- **EFFECTIVE** – Say:
  - Even though some teenagers might not like wearing uniforms, ...

# What if you cannot think of why anyone would disagree with you?

PROCON.ORG | NONPARTISAN. EMPOWERING. | ENHANCED BY Google

Home | More Issues | About Us | FAQs | T

## Pro & Con Arguments

<b>Pro 1</b> Social media promotes community that can translate into or supplement offline relationships. Using social media, people can have friends with	<b>Con 1</b> Social media promotes cyberbullying that spills into offline life. Cyberbullying is "the electronic posting of mean-spirited messages about a person (such as a
--	--

PROCON.ORG | NONPARTISAN. EMPOWERING. | ENHANCED BY Google

Home | More Issues | About Us | FAQs

networking. [305]

<b>Pro 2</b> Social media encourages civic and political responsibility. "Many of today's youth take to digital spaces to develop their civic identities and express political	<b>Con 2</b> Social media encourages the spread of misinformation. Social media users frequently collect in <b>echo chambers</b> , which are generally figurative but sometimes literal places where similarities among
--	---

**Ethos appeal**

For your ethos/ethical appeal to show you're fair, you recognize the opponents...

② **But** then... a give a “**rebuttal**”


- Create an effective “comeback” to refute your opponent.





1  
Ethos appeal: recognize the **other side**  
but finish with a rebuttal.

2



Although some people have privacy concerns,  
***the fact is that only those doing something  
wrong will have reason to worry.***

**Ethos appeal**



# Ethos appeal



1. Recognize the other side.
2. Kick them in the butt (with a **rebuttal**).

- 1 Although the initial cost of adding CCTVs could be a challenge, **in the long run, the reduction**
- 2 **of crime outweighs those costs.**



Ethos appeal



# Remember:

Your goal is to **win over** the hearts and minds of your audience.



*Now it's your turn.*

→ A **bill** has been introduced to raise Idaho's driving age to 18.

→ You oppose the bill.

→ You need to seem fair and want to include an ethical (ethos) appeal.

How could you **start an ethos appeal** to **recognize the other side** who supports the bill?

*Now it's your turn. Look at these starters that show you are fair by recognizing the other side:*

1. Good or no good?

- Although the supporters of this bill care deeply about the safety of our teens, ...

2. Good or no good?

- Even though many studies show raising the driving age would decrease teen accidents, ...

3. Good or no good?

- While there could be a few benefits from raising the driving age, ...





## Exit ticket: *Now it's your turn. #2*

→ A policy has been proposed by the Inspire School Board to *require all students to turn on their cameras during LiveLessons.*

→ You oppose the policy.

→ You need to seem fair and want to include an ethical (ethos) appeal.

**How could you **start an ethos appeal** to recognize the other side who support the policy?**

Although ...  
Even though ...  
While ...



Thanks for coming!

Scale of 1 (low) – 5 (high):  
I feel confident I can write an  
**ethical appeal** for my speech.