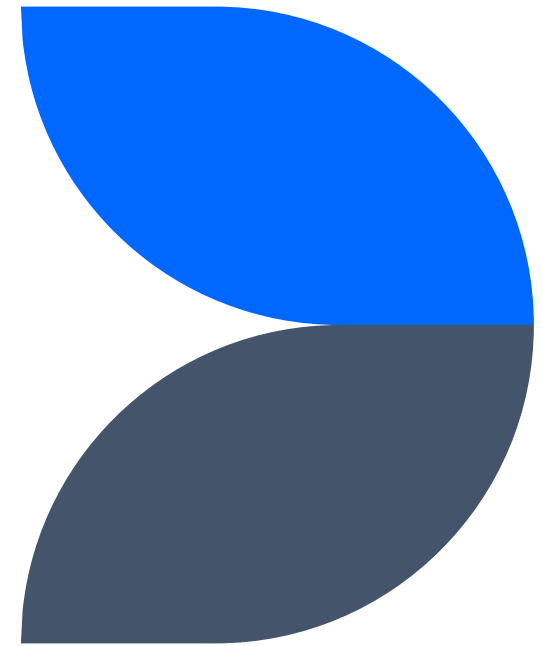


*Unit 5:  
Persuasive writing  
and  
speeches*

English 10B

**Ms. Billett**

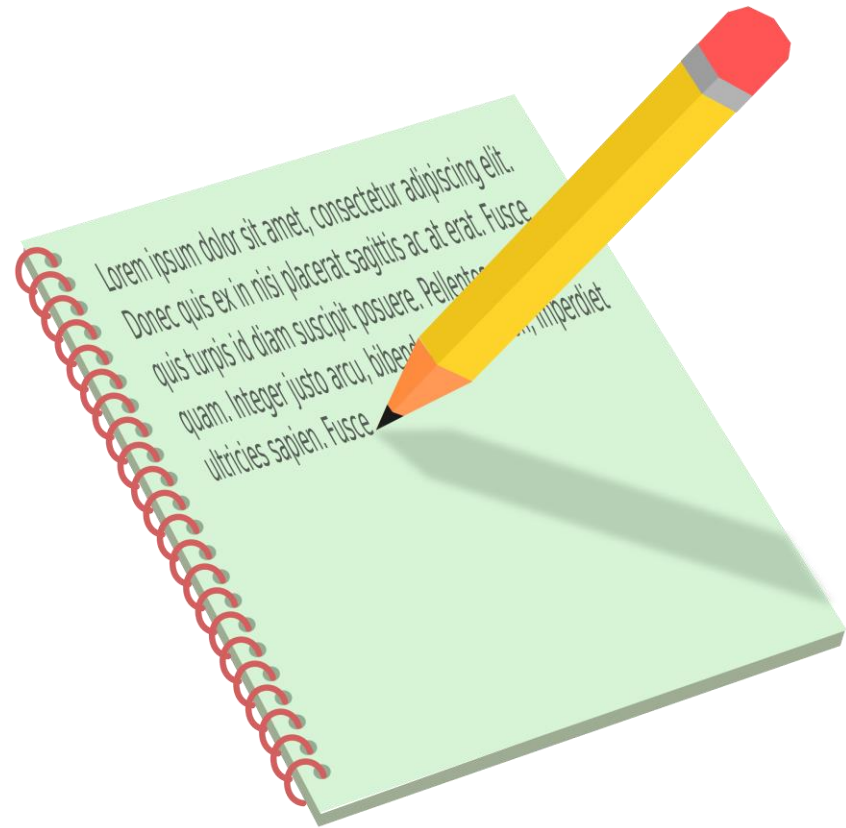
April 15, 2024



Unit 5: *TRIVIA!*  
ENGLISH 10B

**Multiple choice.**

**Keep track of your  
answers.**



1. Part of being persuasive is appearing to be fair-minded. That means avoiding generalizations.

Which one is a generalization?



- A. Some online students enjoy attending in-person field trips.**
- B. Riding a skateboard will result in a broken bone.**
- C. Saying your vocabulary words out loud often helps you learn them.**



1. Part of being persuasive is appearing to be fair-minded. That means avoiding generalizations.

Which one is a generalization? B.

- A. Some online enjoy attending in-person field trips.
- B. Riding a skateboard **will result** in a broken bone.
- C. Saying your vocabulary words out loud often helps you learn them.




2. When writing a persuasive speech or paper, it's important to give equal facts to all sides.

True or False?



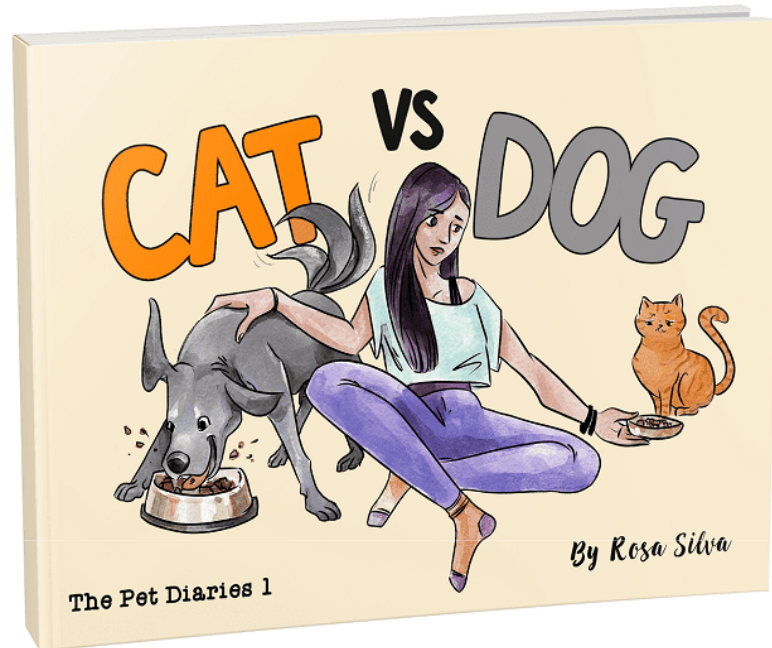
2. When writing a **persuasive** speech or paper, it's important to give equal facts to all sides.

**False!**  **The purpose of persuasion is to convince your audience that you are right and that they should join your side.**



3. When giving a persuasive speech, the speaker must **NEVER** recognize the opponents' points.

True or False?

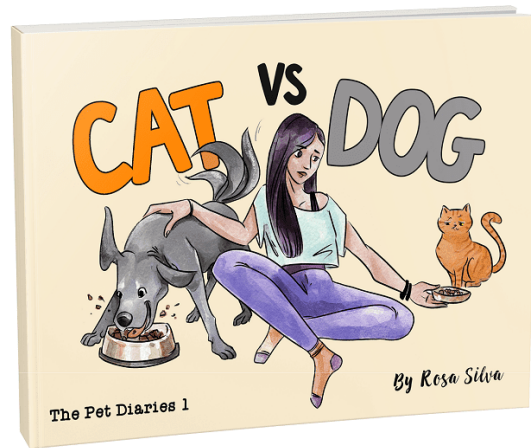


3. When giving a persuasive speech, the speaker must **NEVER** recognize the opponents' points.



**False!**

**Recognizing your opponents' points shows you are not an extremist and have thought through your position carefully.**





**How did you do?**

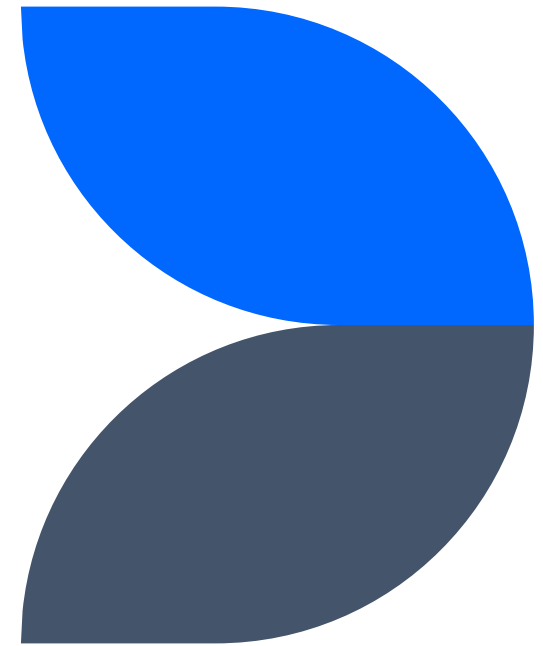


*Unit 5:  
Persuasive writing  
and  
speeches*

English 10B

**Ms. Billett**

April 15, 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

# Where it begins (or began): your planner

## LESSON 1 ~

HONORS ENGLISH – THURSDAY, APRIL 11

ENGLISH FOUNDATIONS – FRIDAY, APRIL 12

ENGLISH – MONDAY, APRIL 15

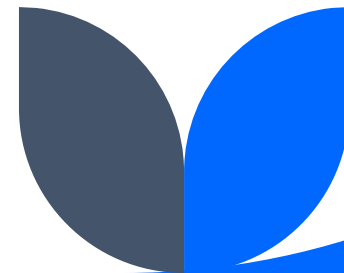


# The Focus: persuasion!

## Mrs. Hollod's PORTFOLIO INSTRUCTIONS:



- A persuasive speech on the topic of your choice
- 2 minutes
- 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

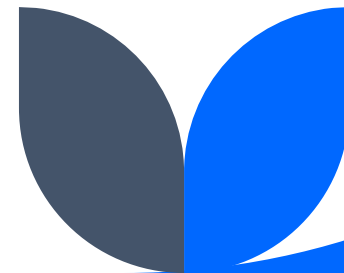
Unit 5 Lesson 10: Audiovisual Aide- 4 slide PowerPoint/Slideshow



# Lesson 10 Speech:



1. **Attention grabber** (hook)
2. Body of speech includes a **variety of well-placed appeals** (more on this coming soon)
3. **Call to action** – You've convinced your audience. Now what do you want them to *do*?





# Ms. Billett's "Debate" experience

I worked as a lobbyist for a not-for-profit organization.

I worked as an aide to a state representative (who's now a congressman).



# You'll do a similar portfolio in the Speech & Debate course

A proposition or resolution

This is the **statement of policy or of value** around which both sides (for and against) will build their argument.

Note: It's called a statement and not a question.



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

Example:

- Public school students should wear uniforms.

It's controversial.

**This is a 3<sup>rd</sup> person speech.**

*Unit 5 Persuasion*

**NO:**

- **I, me, my**
- **We, us, our**
- **You, your**



Which is 3<sup>rd</sup> person "call to action"?

- A. You need to contact Governor Little today to voice your support.
- B. Idahoans need to contact Governor Little today to voice their opinions.



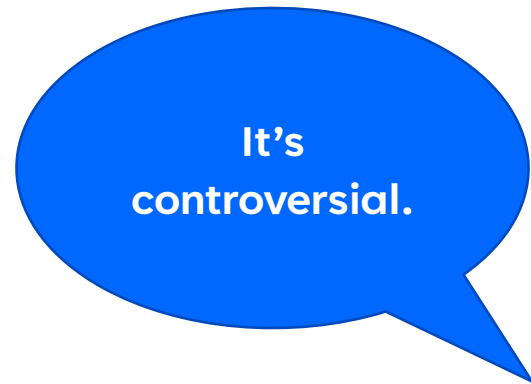
Which statement is **stronger**?

- A. Public school students should wear uniforms.
- B. I think that public school students should wear uniforms.



# Statement of “**Policy**”:

- A “governing body” makes a **rule, law, or policy**:



- High school students in Idaho should be required to complete two years of another language to earn a diploma.
- > The Idaho legislature would create a bill, pass the bill, and the governor would have to sign it into **law**.

# Statement of “**VALUE**”:

- Do what is “right” or “just” in a society.



It's  
controversial.

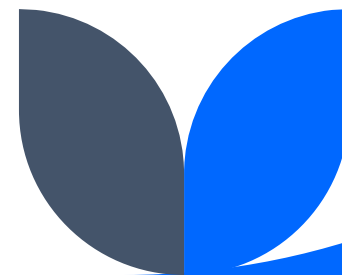
- Parents should pay their children for earning good grades.
- All students should come on camera during LiveLessons.
- > *Asking* people to “do the right thing” but not making it into a policy.



# Brainstorm

## ■ Start here.

- Choose a controversial topic:
- **Installing closed-circuit TVs (CCTVs) in crime-ridden areas.**





## “AFFIRMATIVE” constructive:

- ***Choose a position*** (this one is “for”).
- ***Make a clear position statement***:

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

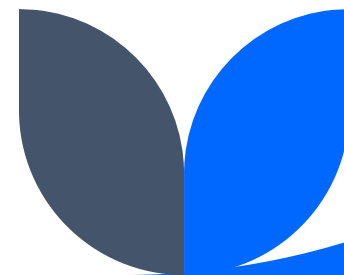
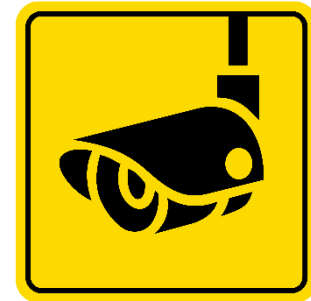




## “negative” constructive:

- ***Choose a position*** (this one is “against”).
- ***Make a clear position statement:***

Closed-circuit TVs should **not** be put on every corner of crime-ridden areas in order to protect privacy rights.



## How is a **persuasive** paper or speech *different from* an **informative** paper or speech?



- The topic is controversial.
- Persuasion picks a side.
- Persuasive writers try to convince the audience to agree with them.
- It takes a *variety* of kinds of supporting details, not just facts.
- The speech ends with a call to action.

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



- Logos
- Ethos
- Pathos



- These are **Greek terms** used in persuasive writing & speaking across the U.S.



What is an “ethos appeal”?

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



- **Logos / logical** – audience’s sense of logic and reasoning
- **Ethos / ethical** – the audience’s sense of right and wrong
- **Pathos / emotional** – the audience’s emotions



# “Ethos” – ethical appeal

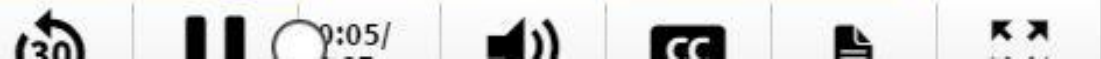
- What do you think of when you hear the word “ethics” or “ethical”?
- moral, decent, right



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.







**Can the audience  
TRUST the YOU (the  
speaker or writer)?**

**Ethos appeal**

# 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**

Using a "rebuttal"

Ethos appeal

Show that you are fair,  
*but "not a doormat."*

**Ethos appeal**



What is a “**rebuttal**”?

You will kick your opponent in the butt (with your persuasive words)

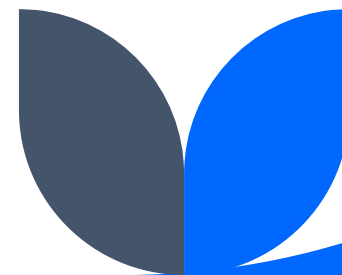
**Ethos appeal**

# A “counter claim” & a “rebuttal”

✓ Start here.

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

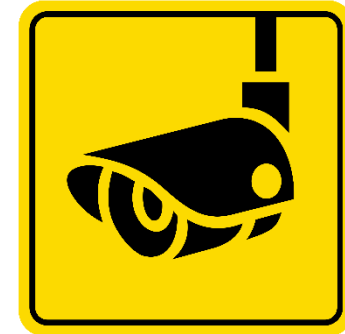
**Ethos appeal**





Let's use this position:

▪ *Make a statement for*



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



# Ethos appeal: trustworthy



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

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



# 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, ...

# But then... a give a “rebuttal”

2

## ■ End here.

- 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



Take a different side and try it:

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



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, ...

# 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 ...



Ticket out the door:

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