

1 October 2012

1. Journal

- Arbitrary defined
- Quote reflection

2. Ad Analysis

- Analyze advertisements for persuasive appeals (ethos, pathos, and logos) and techniques
- Write a paragraph with an embedded quote from the ad. Your analysis paragraph will show how the ad uses ethos, pathos, or logos.



JOURNAL:

- Choose a quote on the following...

SPEAK THE
TRUTH,
EVEN IF YOUR
VOICE SHAKES.

CHARACTER IS
HOW YOU TREAT
THOSE WHO CAN
DO NOTHING
FOR YOU.

The only person you should
try to be better than,
is the person you
were yesterday.

LIFE IS TOO SHORT,
to waste time hating anyone.



"Time you enjoy wasting, is not wasted."

~John Lennon~

JOURNAL:

Quote Reflection

Write at least 5 healthy sentences.

- Write about what the quote means to you.
- How do you witness this in your life?
- Think about everyday encounters & people around you
 - Friends
 - Family
 - Society
 - TV
 - Music
 - movies

Ad Analysis

(take out Friday's notes)

- ◉ Find an advertisement in a magazine
- ◉ Analyze it for persuasive appeals:
 - ◉ ethos, pathos, logos
- ◉ Analyze it for persuasive techniques
- ◉ Write a paragraph explaining how ethos, pathos, or logos is used.
 - ◉ Embed a quote from the ad
 - ◉ Use the **paragraph templates** if needed.

This week:

- **Vocabulary Practice:**

flamboyant, forte. Start this now. Turn in tomorrow beginning of class (or today if you finish)

- **THURSDAY: TEST**

- Vocabulary #1-20
- Persuasive Appeals
- The Crucible & McCarthyism
- Declaration of Independence

Vocab Practice

1 October 2012

Complete this ACROSTIC

for "FLAMBOYANT" (strikingly bold or brilliant; showy)

- o Florence and the Machine
- o Ladies wearing gaudy jewelry
- o A
- o Michael Jackson
- o B
- o Over the top
- o Y
- o An _____
- o Never a dull moment
- o T

CINQUAIN FOR "FORTE" (strong point; talent; something someone is especially good at. derived from the French word "fort," meaning "strong")

- o FORTE
- o strong, _____ (adjective)
- o excelling, specializing, _____
(gerund)
- o _____
- o talent