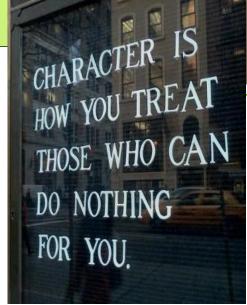
1 October 2012

- Journal
 - Arbitrary defined
 - Quote reflection
- 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:

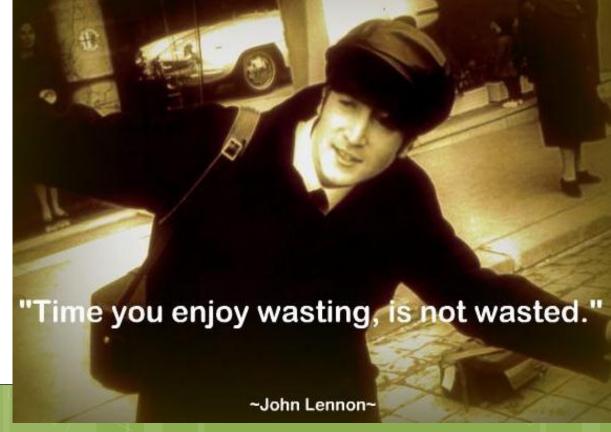
Choose a quote on the following...

SPEAK THE TRUTH, EVEN IF YOUR VOICE SHAKES.









JOURNAL: Quote Reflection Write at least 5 healthy sentences.

- Write about what the quote means to you.
- O 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:
 - o 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)

O 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)
, ,
 Florence and the Machine
 Ladies wearing gaudy jewelry
• A
 Michael Jackson
• B
Over the top
• Y
An
Never a dull moment
• T
CINQUAIN FOR "FORTE" (strong point; talent; something someone is especially good at. derived from the French word "fort," meaning "strong")
• FORTE
strong, (adjective)
• excelling, specializing,
(gerund)
, -
O
talent