Overview Persuasion

This persuasive unit is to be used in a 7th grade language arts classroom. Its main goal is to look at persuasion that is present in our lives. Through a variety of investigations the students will become aware of different persuasive techniques. These include but are not limited to such strategies as humor, family, celebrity endorsements, etc. Furthermore, students will engage in activities that will demonstrate their proficiency using persuasive techniques in a variety of authentic assessments that will evaluate their writing skills. These assessments use real life scenarios that will enable students to analyze, synthesize, develop and apply elements of persuasion in original work.