



Learning Journey: Year 7 HT5 – The Art of Rhetoric



Vocab
Rhetoric:
Persuade:
Logos: Appealing to the reader's sense of logic and reason through...
Ethos: Presenting yourself as trustworthy and credible by...
Pathos: Appealing to the reader's emotions through...
IAMAFORESTER: A set of language techniques designed to ...

Big Idea: How do we persuade?

Aristotelian Triangle of Persuasion:
Appealing to the reader's sense of...



Logos (logic)



Ethos (trust & credibility)



Pathos (emotions)

What are we learning?

In this unit, we will develop our understanding of non-fiction and persuasive writing through:

1. Identify and analyse the **building blocks of rhetoric (ethos, logos & pathos)**
2. Assess the **language and writing skills** used in an **example non-fiction letter**
3. Plan and write our own non-fiction letter, using **ethos, logos & pathos to present and construct an argument.**

This will prepare us for developing conscious crafting of arguments in Y8-11!

Understanding the Aristotelian Triangle of persuasion



Analysing how logos, ethos and pathos are used in a non-fiction Ragged Schools letter



Practising how to use logos, ethos pathos to effectively persuade



Assessment: Write my own persuasive letter, using logos, ethos and pathos for effect:

Your school has been nominated for the "School of the Year" award by your local MP. Write a letter in response to the awarding body, outlining why your school should be chosen.



Understanding how viewpoints are presented and establishing our own viewpoint – knowing how to craft an argument effectively

Think BIG

CHASE Dreams

SUCCEED TOGETHER