

Learning Journey: Year 7 HT5 - The Art of Rhetoric

Vocab

Rhetoric:

Persuade:

Ethos: Presenting

Pathos: Appealing to

the reader's emotions

IAMAFORESTER: A

techniques designed

set of language

to

yourself as trustworthy and

through...

credible by...

Big Idea: How do we persuade?

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



Logos (logic)



Ethos (trust & credibility)

Logos: Appealing to the reader's sense of logic and reason through...

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





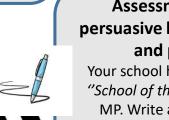
Analysing how logos, ethos and pathos are used in a non-fiction Ragged Schools letter



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